

PocketPhonics is retooled for schools

The leading iPad and iPhone phonics software gains school friendly features

London, 15 June, – Apps in My Pocket, developer of top-ranking education software today launches new school and parent friendly features set to revolutionise early literacy and numeracy learning. The top-selling app now gives teachers a way to monitor progress for the whole class learning on iPads. It tailors what it teaches by using that assessment data, which accelerates learning.

The award winning PocketPhonics teaches children the basics of reading and writing. It has been the top selling app in the UK for four years, due to its continual enhancement based on feedback from parents and teachers. The most requested feature for schools is a way to manage whole classes, or even schools full of pupils, using iPads.

Apps in My Pocket director, John Friend, said, “While we’ve had tremendous success with individual kids, schools need a practical way to take advantage of this tremendously powerful learning tool. This new version brings everything that schools have been asking for.”

“Pupils are engaged and work independently whilst staff can easily monitor their progress online” Head, Leatherhead Trinity, UK primary school.

Having a centralised place to keep student records, iPads don’t need to be linked to each child. They can pick up any iPad and log-in very easily. Without this feature, children need to be assigned their own iPad, which is costly and difficult to implement.

“NKO is focused on learning, learning, learning... so our most important considerations when adopting new technologies are solid instructional design and convenient data monitoring for teachers. PocketPhonics and DotToDot are the only apps we've found that meet both criteria.” Technology Coach, NKO, Chicago Charter School.

Teachers can also invite parents to track their kids’ progress online.

PocketPhonics and DotToDot

The award-winning [PocketPhonics](#) teaches young kids the basics of reading and writing. Developed by education app specialists: Apps in My Pocket Ltd. It was originally launched in December 2008. Reading is taught using the synthetic phonics method selected by US, UK and Australian governments. Children are taught letter sounds and how to blend them together to sound out and spell words.

Writing letters is taught by the app demonstrating how to write a letter and the child mimicking this by tracing the letter with their finger. The app measures how well they trace and their success is greeted with applause from the app's friendly pencil people characters.

DotToDot is PocketPhonics's sister app that teaches the basics of counting. Parents and teachers can review kids' progress in both apps online and understand how kids are progressing in terms of handwriting, letter sounds and counting.

Intelligent Tutor

It's important for students progress to be recorded, because PocketPhonics uses the progress to intelligently set learning tasks. So if there are areas where a child struggles in one session, the next one will concentrate on those weak areas. It's like having a personal tutor for each child.

About Apps in My Pocket

Apps in My Pocket Ltd is a UK based company established in 2008 to create apps for iOS that deliver best educational practice. PocketPhonics's educational excellence has made it one of the best-selling apps for teaching kids to read and write. More than 1.2 million Apps have been downloaded including over 400,000 of the paid version, and 700,000 of the free "Lite" version.