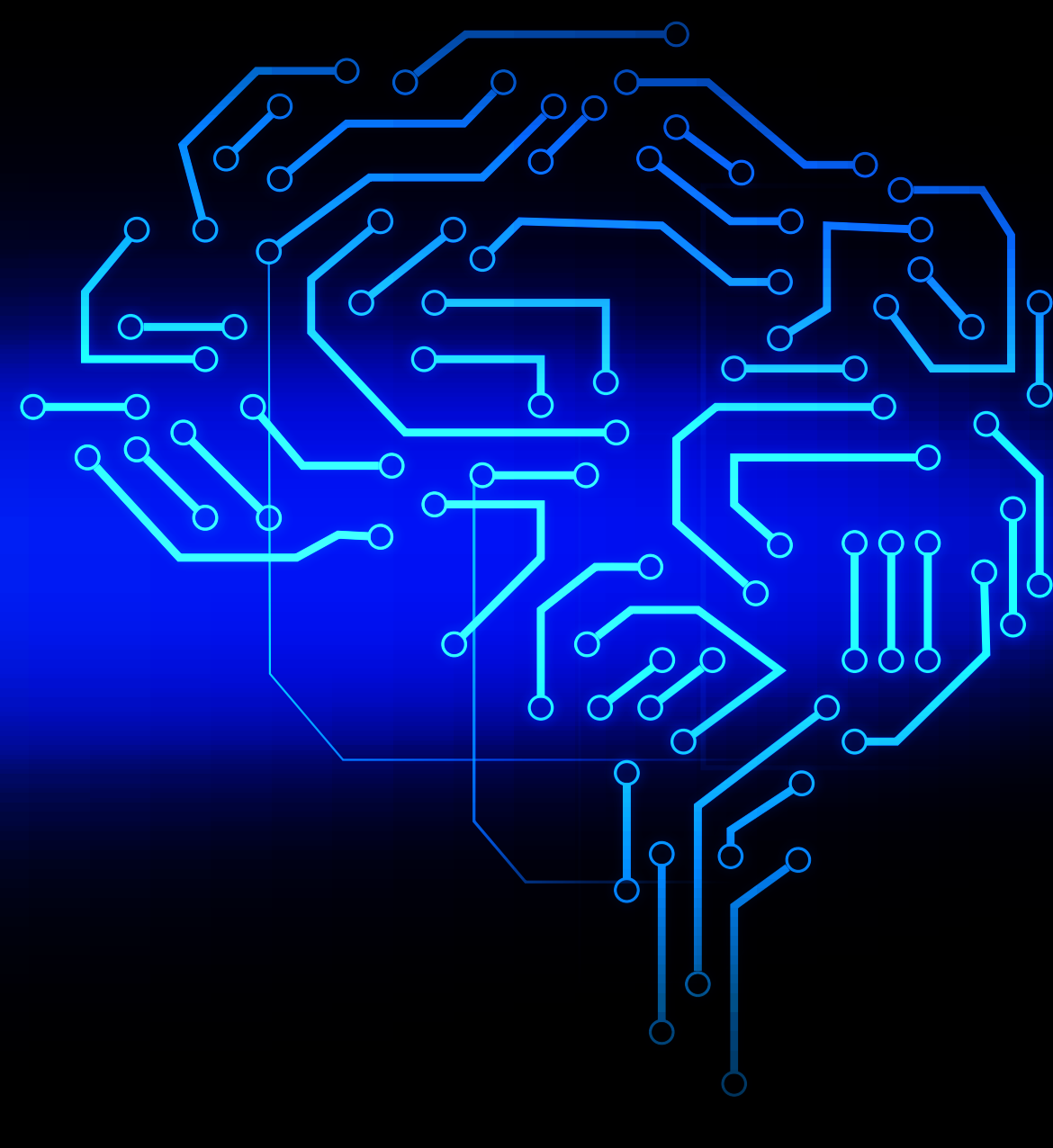


RAISING A GENIUS IN THE MOBILE ERA

HOW TO USE SMARTPHONES AND TABLETS TO BOOST YOUR KID'S EDUCATION



OF STUDENTS IN GRADES 4-12



65%

Use a tablet regularly



67%

Use a smartphone regularly



69%

Would like to use a mobile device at school more often

EDUCATION 1.0 VS EDUCATION 2.0 VS EDUCATION 3.0



NUMBER OF INTERNET USERS WORLDWIDE

2005
1 Billion

2011
2.21 Billion

2016
3.5 Billion

ULTIMATELY, EDUCATION 3.0 MEANS:



01. Learn anything



02. Study Anywhere



03. Low Costs

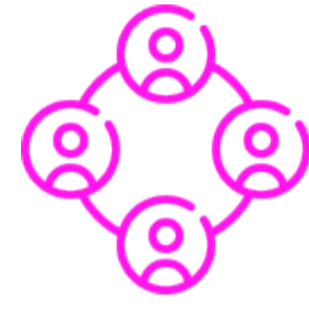


04. Students are partly teachers as well



05. Eliminated boundaries between disciplines, institutions, nations

BEST WAYS TO USE SMARTPHONES AND TABLETS TO BOOST YOUR CHILD'S EDUCATION



01. Collaborate

Brainstorm, peer-edit, solve issues in a team.



03. Use educational apps

Learn anything, anytime, anywhere.

02. Save educational content

Record videos and audios, snap photos, take notes - and review them afterwards.



05. Utilise fitness apps

Aerobic exercise increases children's executive-functioning abilities by as much as 100%.



04. Install musical apps

Children who are into music score 15% higher on verbal skills than children who are not interested in music.



06. Seize teaching moments

Help your children sharpen school skills as you go about your day.



07. Teach to research

Technology lets children find answers and information fast, easy and independently.



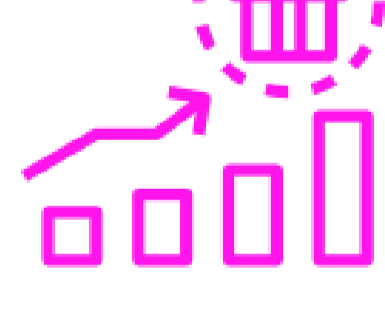
08. Ease sexual education

Reach teens on issues of sex and relationships in a new and compelling way.



09. Track student behaviour / performance

Monitor attendance, grades and learning aptitudes.



10. Praise

Use gadgets as a reward for good behaviour.

USING TECHNOLOGY AND GADGETS HELP CHILDREN STUDY BETTER

Teachers say that digital resources and classroom technology

01. Helps students' academic achievement

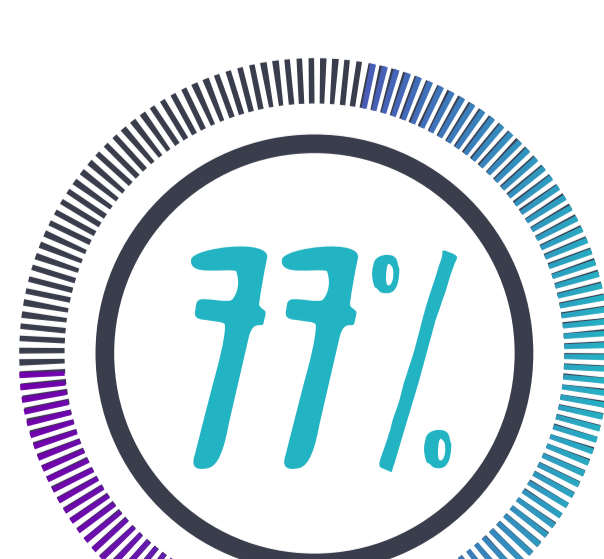


Agree Strongly

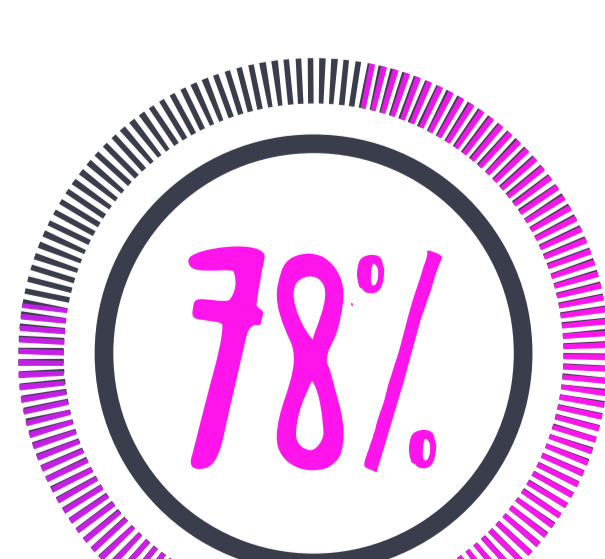


Agree Somewhat

02. Engage students in learning



Agree Strongly



Agree Somewhat

