



Kaplan Early Learning Company Introduces New Augmented Reality Learning Tool for PreK and Elementary Classrooms

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Kaplan adds suite of Alive Studios' augmented reality products to its new 2015 product line.

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Kaplan Early Learning Company, a leading provider of products and services for early learning environments, announced today that it will now offer a new series of augmented reality learning tools for pre-kindergarten and elementary classrooms.

Letters alive®, Storybooks alive® and Math alive® are full-year, supplemental solutions that support reading and math development through augmented reality lessons and activities. Each task utilizes kinesthetic, visual and auditory modalities, which apply to a broad range of learning styles and abilities. From letter naming to sentence building, each program is aligned to Common Core State Standards and serves as a supplemental solution to existing curricula.

“Augmented reality is similar to your typical 3-D experience, but it doesn’t require the use of special glasses or tools,” says Travis Williams, Elementary Merchandiser at Kaplan Early Learning Company. “While augmented reality is becoming more and more popular across several industries, this is the first product we’ve seen that utilizes this technology in early learning.”

Dr. Tamara Ogletree, Associate Professor of Reading at the University of West Georgia, recently conducted an independent study on improved student outcomes as a result of using the Letters alive® program. According to the study, “Students in the full implementation of Letters alive® experienced greater gains in emergent literacy skill development than the students in the classroom using no parts of the Letters alive® curriculum,” states Ogletree.

“We’re approached frequently by manufacturers with the latest educational products, but it’s rare that we see a research-based product that is able to demonstrate proven, positive results,” says Cammie Webb, Director of Elementary at Kaplan Early Learning Company. “We’re excited to begin offering this exciting new line of products to educators.”

About Kaplan Early Learning Company

Kaplan Early Learning Company is based in Lewisville, North Carolina. Kaplan Early Learning Company provides products and services that enhance children’s learning. Since 1968, the company has delivered innovative products and services that support educators and caregivers worldwide in the creation of quality learning environments.

About Alive Studios

The mission at Alive Studios is to equip teachers with engaging solutions that help young students become proficient in reading and math by third grade. Their products are the first of their kind to utilize augmented reality within a full-year curriculum.

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