By: **Mad Vine Media Financial Content** via **News | Top US PR News**

June 10, 2015 at 03:00 AM EDT

Alive Studios Equips Teachers with Augmented Reality to Fight America's Illiteracy Rates

For over a decade, the illiteracy rate among American third graders has been set at more than 65%. Alive Studios has brought Augmented Reality technology into an early literacy curriculum to make a positive difference.

Atlanta, GA (PRWEB) June 10, 2015

Alive Studios is on a mission to equip educators with engaging solutions that help young learners become proficient in reading and math by 3rd grade. **Independent research** has proven Augmented Reality to be a game-changer in regards to engagement and improving letter naming and sound fluencies.

The issue isn't awareness any longer, the issue is how are we going to address our country's literacy problem. Like hamsters on a wheel, we could be entering the summer of 2015 as the 11th year with unchanged illiteracy rates.

It's hard to solve any issue without defining and exposing the root of the problem. Teachers commonly cite student engagement as a major contributor to not learning and not retaining the presented information. A second, more challenging contributor to the literacy crisis is the variation in students' individual learning styles and abilities. Some students learn by seeing; some by hearing; and others by doing. If curriculum is not presented in a blend of these learning styles, the inevitable occurs and students enter the path to failure.

"As a mother of four, including two adopted sons from overseas, I have personally experienced the struggles with teaching children how to read. I tried everything on the market to help them but nothing worked," stated Cynthia B. Kaye, Alive Studios' CEO. "Having been introduced to Augmented Reality (3D without the glasses), I knew this technology could be the secret sauce we needed to capture young imaginations and increase engagement," Kaye added.

The company has since developed a full-year, supplemental curriculum for both reading and math utilizing Augmented Reality. Each curriculum is aligned to Common Core State Standards for Kindergarten and are currently being introduced through sales channels and trade shows within the education market.

Kaye concluded, "Ultimately, there's tons of data on the consequential social failures that occur as a direct result of not addressing America's literacy crisis; but until we get serious about tapping into innovative solutions that make a positive difference, we're just hamsters on the wheel of illiteracy."

Company Information

Alive Studios provides supplemental reading and math solutions for PreK-3. They are the world's first company to develop an Augmented Reality curriculum for early education. For more information on Alive Studios' full suite of educational products, please visit their website at **http://www.AliveStudiosCo.com**.

######

For the original version on PRWeb visit: **http://www.prweb.com/releases/2015/06/prweb12779093.htm**