



We make
READING & MATH
Come alive!

For PreK to 3rd Grade
(includes ELL, At Risk, and Special Needs)

**Evidence-based
Instruction**

48%

Increase in Letter
Naming Fluency!

112%

Increase in Letter
Sound Fluency!

*Independent Research
(details inside)*

**ENGAGING STUDENTS
WITH AUGMENTED REALITY!**

OUR STORY, OUR MISSION, OUR PASSION

DESTINATION
ZOO

Our mission is to help early learners become proficient in reading and math by 3rd grade.

When we adopted our two sons from Russia, they had difficulty learning to read. I tried everything on the market to help them but nothing worked. Faced with this challenge, I was able to pull from my experience working as an elementary teacher and being CEO of a company that provided educational products. I was determined to find a solution that not only helped my sons, but also young children everywhere.

With access to the right people and technology resources, I decided to take a risk and began development on a solution that would help kids learn to read in a new and engaging way. Having been introduced to Augmented Reality (3D without the glasses), I knew this was exactly the secret sauce we needed to capture young imaginations.



Cynthia B. Kaye, CEO
Chief Zoo Keeper

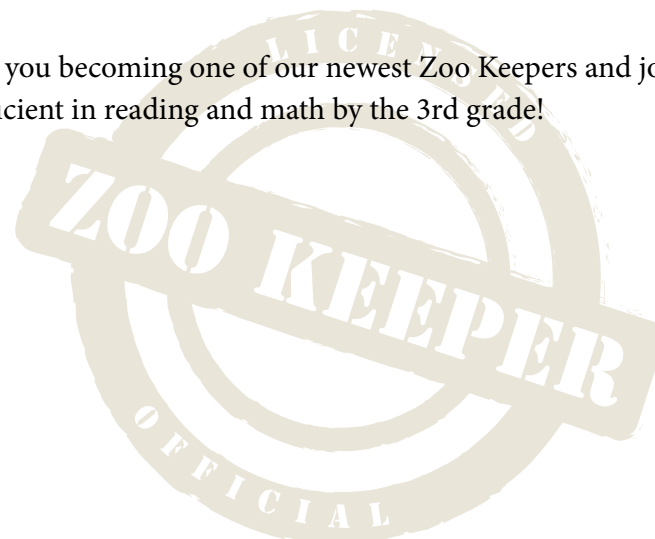


Soon after, Letters alive was born along with a zoo full of 26 animal characters that are now a part of our family. A new company, Alive Studios, was launched and hundreds of incredible success stories began pouring in from teachers (who we affectionately call our Zoo Keepers) using Letters alive in their classrooms.

We look forward to you becoming one of our newest Zoo Keepers and joining our passionate mission to get children proficient in reading and math by the 3rd grade!

— Cynthia

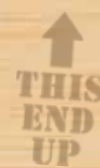
Quick Fact: More than 55% of fourth graders are not proficient in reading and math.



See a quick intro
to Alive Studios!
www.AliveStudiosCo.com



TESTIMONIALS & CASE STUDIES



“It’s the hottest interactive reading technology because it gets kids super-excited...”

ELL

“It captures the engagement of the students and once I have them, they’re hooked!”

Hugo Gomez
Kindergarten Teacher
Edinburg, TX



“Letters alive is a great help with our ELL students because it provides them with language, sentence structure, vocabulary, and background knowledge they need.”

Jane Brittel, Principal
Los Banos, CA

At Risk

“The interactive and engaging nature of the software captures every students’ attention from students who don’t know letters yet to those who are already reading.”

Nicole Birch, Kindergarten Teacher
Cobb County Schools, GA



Kindergarten



“Letters alive has brought learning letters and sounds to life in our classroom... There’s nothing better than hearing laughter and squeals of joy when using Letters alive. My kids LOVE it!”

Greg Smedley-Warren, Teacher and Blogger
The Kindergarten Smorgasboard
Nashville, TN

“How do you get a room full of preschoolers to pay attention? Check out Letters alive...”



Special Needs

“We have a special needs student who doesn’t really use language. The first time he saw Letters alive, he said ‘WOW!’ Prompting a special needs child to speak for the first time is amazing!”

Michelle Luthman, Teacher
McKinney, TX



See videos at:

www.AliveStudiosCo.com/case-studies

SUPPLEMENTAL READING KIT

Uses Mouse-Click or
Touch Technology!



Watch reading
come Alive!
www.LettersalivePlus.com



Independent Research Proves it!

Improved Student Outcomes

48%

Increase in Letter
Naming Fluency!

112%

Increase in Letter
Sound Fluency!

Study By:
Tamra Ogletree, Ph.D
University of Georgia

For full research report, go to:
AliveStudiosCo.com/research

What is Letters alive® Plus?

Letters alive Plus is a supplemental reading kit that incorporates evidence-based best practices to teach letters and letter sounds as well as word and sentence building. The lessons and activities are presented within a theme filled with animals, which ties in sciences. Children are hearing, seeing, touching, building, and speaking while enjoying a positive and engaging experience that is proven to improve reading proficiency. This multi-modality and brain-based approach appeals to a broad range of learning styles and abilities, and increases long-term retention (especially ELL, At Risk, and Special Needs students). You'll get 26 letter cards, 97 sight word cards, and 84 word family cards that all spring to life in 3D through the magic of augmented reality technology.

Who uses Letters alive Plus?

Pre-School (2–5 years old)

- Letters (sight recognition)
- Letters (sound recognition)
- Basic Colors

Kindergarten (5–6 years old)

- Phonemic Awareness
- Phonics Skills
- Letter Printing
- Reading and Comprehension
- Punctuation Concepts

English Language Learners / ESL / ESOL

- Word/Image Association
- Word Order and Sentence Building
- Punctuation Skills



Reading Intervention

- Phonemic Awareness
- Phonics Skills
- Letter Identification
- Letter Printing
- Reading and Comprehension
- Punctuation Skills

Special Needs

- Vocabulary Skills
- Phonics Skills
- Kinesthetic, Visual, and Auditory
- Motivational and Engaging
- Applicable for a Wide Age Range

Build over **900 Words**
and **1000's of sentences**
then **watch them Come Alive!**



Letters alive® PLUS



Works with:



Kit Includes:

- **Letters alive Plus** Software on Flash Drive
– One User License (Users are “Zoo Keepers”)
- Teacher Lesson Plan Manual (pdf)*
- Tracking Mat for Cards
- 26 Alphabet Posters
- 26 Alphabet Cards
- 97 PreK and Kindergarten Sight Word Cards
- 84 Word Family Cards (blends, digraphs, rimes)
- Ipevo USB Camera and Extension Stand
- Card Sorting Box
- Training Videos

Kit also includes:

Assess your Students’ Progress
with Online Digital Assessments.
FREE 60-Day Trial
Save Over 400 Hours per Year



*Teacher Lesson Plan Manual (PDF) includes:

- Full school year of daily lesson plans aligned to State Standards for Kindergarten
- 400+ pages including over 180 activity sheets
- Activities Include: coloring, handwriting, letter sound, word family, sight word, writing exercises, and story comprehension sheets
- 26 Rhyming Stories
- 26 Animal Facts
- Student Progress Assessments
also available digitally on ESGI



Win or Mac P/N 55400
List Price \$995

Edu Price \$795
Hurry!
Prices good through
2017 only

No
Subscription
Fee

Need a
computer?

TURN-KEY SOLUTION BUNDLES

Teacher Bundle

- HP Notebook preloaded with **Letters alive Plus**
- 3-Year On-site Warranty (on HP)
- All **Letters alive Plus** Components
- Just power up, click, and go!

\$1,994

P/N 55120



Teacher Bundle with “Zoo” Cart

- HP Notebook preloaded with **Letters alive Plus**
- 3-Year On-site Warranty (on HP)
- All **Letters alive Plus** Components
- Teacher Zoo Cart
w/ Free Sound System
- Just power up, click, and go!

\$2,989

P/N 55130



**\$75
Savings!**

SUPPLEMENTAL MATH KIT

Uses Mouse-Click or
Touch Technology!



Watch math
come Alive!
www.MathaliveKit.com



Make Math Come Alive!

“This is what our kids need; this is SO engaging! Teachers will be so excited to present math in such a way that’s going to get kids interested in learning numbers, sizes, shapes, and measurements!”

Barbara Jacobs, LAUSD Math Specialist

What is Math alive®?

Math alive is a supplemental mathematics kit that uses augmented reality (3D without glasses) and gaming technology to teach math concepts to early learners. The learning kit includes a full-year, supplemental math curriculum aligned to kindergarten state standards. Math alive uses the key learning modalities of seeing, hearing, and doing to engage all your early learners and get them motivated about mathematics. Immediate feedback and positive verbal affirmations are provided throughout the math activities.

What skills does Math alive teach?

Unit One – Numbers and Number Sense

- Counting
- Writing Numbers
- Place Value
- Number Comparison
- Ordinal Numbers



Unit Two – Computation

- Decomposition
- Addition
- Subtraction
- Word Problems



Unit Three – Data and Probability

- Tally Marks
- Pictographs
- Bar Graphs
- Word Problems

Unit Four – Patterns

- Sorting and Classifying
- Predict and Extend

Unit Five – Geometry

- Orientation and Relative Position
- Plane Figures
- 2D, 3D, and Solid Figures
- Congruency
- Fractions



Unit Six – Measurement

- Time of Day
- Telling Time
- Calendar
- Comparing Basic Measurements

Bonus Unit

Unit Seven – Money (USD)

- Identifying Coins and Bills
- Counting Money
- Reading and Writing Money

Available only in Teacher
Lesson Plan Manual



Math alive® Kit



Works with:



Kit Includes:

- **Math alive** Software on USB Flash Drive
 - One User License (Users are “Zoo Keepers”)
- Teacher Lesson Plan Manual (pdf)*
- Tracking Mat for Cards
- 45 Skill-based Learning Games
- 41 Flash Cards that Activate Augmented Reality (3D) Activities:
 - 10 Number Cards
 - 7 (2D) Shape Cards
 - 10 Animal Cards
 - 5 (3D) Shape Cards
 - 9 Color Cards
- Ipevo USB Camera and Extension Stand
- Card Sorting Box
- Training Videos

Kit also includes:

Assess your Students’ Progress
with Online Digital Assessments.
FREE 60-Day Trial
Save Over 400 Hours per Year



*Teacher Lesson Plan Manual (PDF) includes:

- Full school year of daily lesson plans aligned to State Standards for Kindergarten & partial 1st Grade
- 400+ pages including over 260 activity sheets
- 7 Math Concept Stories
- Activities Include: identification, fill in the blank, cut and paste, coloring, handwriting, word problems, and comprehension sheets
- 26 Animal Facts
- 10 Habitat Fact Sheets
- 174 Math Vocabulary Cards
- Student Progress Assessments also available digitally on ESGI



Win or Mac P/N 56110
List Price \$995

Edu Price \$795

Hurry!
Prices good through
2017 only

Need a
computer?



TURN-KEY SOLUTION BUNDLES

Teacher Bundle

- HP Notebook preloaded with **Math alive**
- 3-Year On-site Warranty (on HP)
- All **Math alive** Components
- Just power up, click, and go!

\$1,994

P/N 56122



Teacher Bundle with “Zoo” Cart

- HP Notebook preloaded with **Math alive**
- 3-Year On-site Warranty (on HP)
- All **Math alive** Components
- Teacher Zoo Cart
- w/ **Free Sound System**
- Just power up, click, and go!

\$2,989

P/N 56132



No
Subscription
Fee

SUPPLEMENTAL READING & MATH KIT



Watch Reading and Math
come Alive!
www.LearningalivePlus.com



What is Learning alive™ Plus?

Learning alive Plus is a full suite of our learning kits including Letters alive Plus, Math alive, and three Interactive Stories designed to help your early learners become proficient in reading and mathematics. For one price, you can fill your classroom with our cast of 26 animated animal characters enhancing the way you teach reading and mathematics. Enjoy the action, sounds, and engagement as our animals seemingly spring to life through the magic of augmented reality, which provides an eye-popping 3D experience without glasses.

Why Should I Bundle?

You'll Save Over \$300! And, as a bonus, you'll also receive three **Interactive Stories**!



Amos Alligator's
Airport Adventure



Ima Iguana
Treasure Hunter



Ollie Orangutan
Helping Ollie

Bundle and Save over \$300!

**Letters alive, Math alive
and Interactive Stories
all in one program!**



- Students can read by themselves or the rhyming interactive stories can read to them.
- Words are highlighted as they are read aloud.
- One character trait is incorporated into each digital story (eg. punctuality, courage, and kindness).
- Each story includes mini games, which are aligned to State Standards.

Learning alive™ Plus



Works with:



Suite Includes:

- All components from **Letters alive Plus**
- All components from **Math alive Kit**
- Includes one camera, one mat, and one storage box set

Also in this Suite:

Letters alive Plus Lesson Plan Manual (pdf)

Math alive Lesson Plan Manual (pdf)



Over 400
Pages in
Each Manual!



BONUS Items Included:

• Interactive Stories

Three engaging stories included:

- Amos Alligator's Airport Adventure
- Ima Iguana, Treasure Hunter
- Ollie Orangutan, Helping Ollie

Suite also includes:

Digital Progress Assessments

FREE 60-Day Trial

Win or Mac P/N 50400

List Price \$1,990

Edu Price \$1,295
Hurry!

Prices good through
2017 only

Need a
computer?

TURN-KEY SOLUTION BUNDLES

Teacher Bundle

- HP Notebook preloaded with **Learning alive Plus**
- 3-Year On-site Warranty (on HP)
- All **Learning alive Plus** Components
- Just power up, click, and go!

\$2,494

P/N 50120



Teacher Bundle with "Zoo" Cart

- HP Notebook preloaded with **Learning alive Plus**
- 3-Year On-site Warranty (on HP)
- All **Learning alive Plus** Components
- Teacher Zoo Cart

w/ Free Sound
System

**\$75
Savings!**

- Just power up, click, and go!

\$3,489

P/N 50132



No
Subscription
Fee

GET YOUR EARLY LEARNERS PROFICIENT IN READING

The Problem

Approximately 7 out of 10 third graders are not proficient in reading.



The Solution

PreK - K instruction and 1st - 3rd grade intervention with Letters alive Plus.
Independent Research shows huge improvements in student outcomes:

112%

**Increase in Letter
Sound Fluency!**

48%

**Increase in Letter
Naming Fluency!**

By Tamra Ogletree, Ph.D University of Georgia
For the full research report, go to: AliveStudiosCo.com/research

Check out this Testimonial!

- This Title I teacher's students (90% ELL) had the highest scores of all the kindergarten classes in his school after only 30 days.
- See how he used Letters alive to engage and motivate his students.



To download the full Case Study, go here: www.AliveStudiosCo.com/case-studies

Watch the Video
www.AliveStudiosCo.com/program



"The kids love seeing a new animal each day! Watch their reactions when the animal comes to life! This brings a whole new engagement level to our ABC BOOTCAMP!"

Greg Smedley-Warren, Teacher and Blogger
The Kindergarten Smorgasboard



VOLUME BONUS PROGRAM

PreK to 3rd Grade
(Ages 2 to 8)

FREE Professional Development and Student Assessments!

What is the Volume Bonus Program?

Our Volume Bonus Program allows schools and learning centers to capitalize on an investment of ten or more learning kits. Each participating teacher will receive FREE onsite Professional Development and online Student Assessments.

Over \$300 Value
per Teacher!

Join other school districts around the country and start helping your early learners become proficient in reading and math by 3rd grade!

How does the Volume Bonus work?

- Purchase multiple classroom kits (minimum of 10) for your school or district and receive:
 - **FREE 1/2 day of onsite Professional Development for each of your teachers**
Hands-on instruction at your location that focuses on evidence-based practices that improve student performance through the implementation of our supplemental programs. (see page 13 for details)
 - **FREE full-year online Student Progress Assessments for each of your teachers***
Assess student success online and save over 400 hours per year in cumbersome paperwork. Several popular assessments are included; and, you can even create your own! Utilizing the single-click personalized parent letters, in both English and Spanish, you can quickly show parents just how far their child has come and provide them with resources to continue that momentum.



Assess



Analyze



Teach



Save Time



Share Reports

See the Program details at www.AliveStudiosCo.com/program

* Free ESGI online digital assessment subscriptions are only offered in conjunction with this volume program and for schools who are not already subscribed to ESGI's services.

VOLUME PURCHASE OPTIONS

Classroom Kit Options (Minimum of 10 Classroom Kits)



Letters alive Plus for Reading
(Mac or Win PC required)

\$795^{ea} P/N 55400 Win or Mac



**Learning alive Plus for Reading
and Math** (Mac or Win PC required)
Comes complete with Letters alive Plus,
Math alive and three Interactive Stories

\$1,295^{ea} P/N 50400 Win or Mac

Hurry!
Prices good through 2017 only

STORYBOOKS ALIVE (FOR MOBILE DEVICES)

Encourages Parent Engagement!



Make this story
come

alive

with
Augmented Reality



Compatible with
tablets and
smartphones



“WOW, WOW, WOW!!!!!! I received the book and downloaded the app. This is truly the coolest thing ever. I cannot wait to share it near and far. Again.... WOW!!”

Debbie Linville
Children's Book Author and Literacy Consultant

Buy a single book or a set of six to share!



P/N 83001

Price \$9.95

Download the FREE
Storybooks alive App,



scan this image



and watch
what happens!



P/N 83601

Price \$59.70
Set of 6

At home and in the classroom



- This printed Storybook comes alive in 3D with our **FREE App for mobile devices!**
- Have the app read to you or read the book by yourself
- Learn sounds represented by the letter A
- Learn upper and lower case
- Have fun with 29 sight words
- Play the airplane letter/word game
- Learn alligator facts
- Enrich your child's listening vocabulary

Learn more and get the FREE App at
www.StorybooksAlive.com



PROFESSIONAL DEVELOPMENT AND SYSTEM REQUIREMENTS

We offer On-Site Training and Professional Development!

**Anxious to Get Started? No problem;
Invite us to come to your location!**

- Receive 1/2 day (4 hours) professional development
- Follow step-by-step set up & demonstration with hands-on learning
- Learn best practices for instruction and curriculum implementation
- Learn how to assess your students digitally: analyze, teach, and share reports while saving time. Use this data to improve instruction.
- Discuss student engagement and learn how to improve it with Augmented Reality
- Learn how to utilize multiple learning modalities and cross-curricular activities
- Includes travel and accommodations within the 48 contiguous states
- Conducted at a single location of your choice



1/2 Day On-Site, Professional Development

**Call for Pricing or get training for FREE
with our Volume Bonus Program (pg 11)**

System Requirements for our Software



PC REQUIREMENTS

- Operating System: Win 7 (or higher) 32-bit (x86) or 64-bit (x64)
- Processor: Intel i5 or better or AMD equivalent
- RAM: 4 GB or higher
- Graphics Requirements:
 - Open GL 3.0 (or better) *Can download for free online*
 - 512 MB or higher RAM
- Supported Graphic Cards:
 - NVIDIA or Radeon Discrete graphics
 - or Intel HD graphics 4400 or better



MAC REQUIREMENTS

- Operating System: Mac OS 10.6 or higher
- Processor: Intel i5 or better
- RAM: 4 GB or higher (recommended 8 GB)

We want your
computer to have
great speed and
graphics so we can
come to life!



UPGRADES AND ZOO CARTS

Already a Customer? Upgrade your kit!

Check out the
New Features!
www.AliveStudiosCo.com/upgrade



Upgrade Features:

- Build over 900 words with letters, blends, digraphs, and rimes (phonics-based)
- Virtual, onscreen buttons for sounds, words, and more
- Touch-screen or mouse-click
- Touch/click-to-read words and sentences

5 Most Popular Upgrade Options:

Upgrade to Learning alive Plus



From Letters alive
with 3Cam Camera
to Learning alive Plus p/n 50421 \$695

From Letters alive
with Ipevo Camera
to Learning alive Plus p/n 50422 \$595

From Learning alive
to Learning alive Plus p/n 50423 \$395

Upgrade to Letters alive Plus



From Letters alive
with 3Cam Camera
to Letters alive Plus p/n 55421 \$495





From Letters alive
with Ipevo Camera
to Letters alive Plus p/n 55422 \$395

Teacher's "Zoo" Cart

- Cart is durable, lockable, and mobile
- Pop-up shelf provides extra surface for your kit setup
- Includes 15' power strip
- Internal drawer for organized storage
- > Optional projector shelf
- > Optional sound system



Zoo Cart Options:

	Teacher's Zoo Cart	p/n 50365	\$995
	Teacher's Zoo Cart with Projector Shelf already assembled	p/n 50366	\$1,090
	Teacher's Zoo Cart with Sound System already installed	p/n 50360	\$1,070
	Teacher's Zoo Cart with Projector Shelf and Sound System already installed	p/n 50361	\$1,165

Hurry! Upgrade prices good through December 31, 2017.

HOW TO ORDER

DESTINATION
ZOO

Need a Quote? Call 678-404-7473 or visit www.AliveStudiosCo.com/quote

Qty	Part Number	Description	Price Each	Total Price

Convenient ordering options:



Email us
sales@alivestudiosco.com



Send us a Fax
678-248-9030



Order Online
www.AliveStudiosCo.com/shop



Call us
678-404-7473 (Weekdays 9a - 5:30p EST)



Mail us
1461 Harbins Road
Dacula, GA 30019

We take Purchase Orders and:



You can also buy from:



Subtotal
Shipping charges
Total

FREE Shipping

Except for zoo carts and international orders. Please call for shipping quote.

Need funding?

Go to:
www.AliveStudiosCo.com/funding
for Grant Writing assistance
and DonorsChoose



CALL US TODAY!
678-404-7473

VISIT US ONLINE AT
WWW.ALIVESTUDIOSCO.COM