



Early Reading and Math come alive with 3D Augmented Reality!

Evidence-based Instruction

48%

Increase in Letter
Naming Fluency!

112%

Increase in Letter
Sound Fluency!

*Independent Research
(details on page 4)*

IMPROVING EARLY LITERACY WITH MIND-BOGGLING ENGAGEMENT

PreK & Kindergarten

1st-3rd grade for At-Risk intervention

All ages for ELL and Special Needs

2018 Product Guide

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 Latvia, they had difficulty learning to read. I tried every product I could find 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



My adopted sons, Alex and Nick

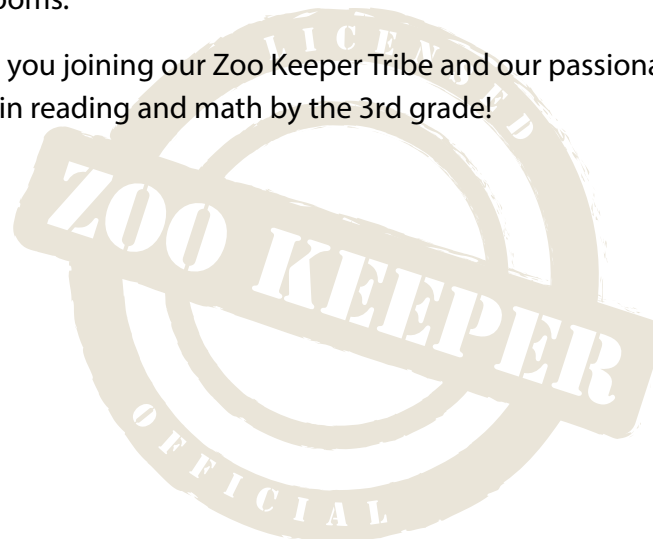
Soon after, Letters alive was born along with a zoo full of 26 animal characters that are now a part of our family. A new company, Alive Studios, was launched and hundreds of incredible success stories began pouring in from teachers (who we affectionately call our Zoo Keepers) using Letters alive in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

We look forward to you joining our Zoo Keeper Tribe and our passionate mission to help children become proficient in reading and math by the 3rd grade!

— Cynthia

Quick Fact:

67% of U.S. fourth graders are not proficient in reading.



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



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

See Greg’s case study on page 14.

“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



Pre Kindergarten

“After our Instructional Support team gasped in disbelief as the letters actually came to life, we knew we had to bring Learning alive to the hundreds of students, families, and teachers we serve. I frequently visit classrooms and nothing makes me happier than seeing children excited about learning and they are excited about Learning alive!”

Jim Cupit, Early Childhood Education Field Administrator
School District of Philadelphia



See more testimonials
and case studies at

www.AliveStudiosCo.com/case-studies



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 an award-winning supplemental reading kit that incorporates evidence-based best practices to teach letters, letter sounds, word building, and sentence building. The lessons and activities are presented within a 3D augmented reality world filled with animals tying in science with literacy instruction. Children hear, see, touch, build, and speak while enjoying a positive and engaging experience that is proven to boost reading proficiency and retention. Teachers have the flexibility of teaching to whole groups, centers, or individual students. This multi-modality and brain-based approach appeals to a broad range of learning styles including ELL, at-risk, and special needs students.

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
- Phonics skills
- Punctuation skills

Reading Intervention

- Phonemic awareness
- Phonics skills
- Letter identification
- Letter printing
- Fluency, accuracy, 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 **thousands of sentences**
then **watch them come alive!**



**Instructional for PreK and K
Intervention for 1st-3rd Grade**
All ages for ELL and Special Needs students



What's in the box?



Works with:



See specs on pg 18



Classroom Kit contents:

- **Letters alive Plus** Software on flash drive
– One user license for single computer
- 26 Alphabet posters
- 26 Alphabet cards
- 97 PreK and Kindergarten sight word cards
- 84 Word Family cards (blends, digraphs, rimes)
- Ipevo USB Doc Cam and extension stand
- Tracking mat for cards
- Card sorting box
- Training videos

Includes Teacher Lesson Plan Manual (PDF):

- 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

Kit also includes:

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



Watch reading
come alive!
www.LettersalivePlus.com



No
Subscription
Fee

Letters alive Plus Kit

p/n 55400 **\$995**

**Need a
computer?**

Laptop & Kit Bundle

- **HP Laptop** (touch-screen)
preloaded with **Letters alive Plus**
- 1-Year limited warranty (on HP)
- Full **Letters alive Plus** Kit
- Just power up, click, and go!



Laptop & Kit Bundle

p/n 55120 **\$2,094**

**Add Student
Journals**

Journals & Kit Bundle

- **My Letters alive Journals**
Classroom Pack of 20
- Full **Letters alive Plus** Kit

\$159
20-Pack



Journals & Kit Bundle

p/n 55441 **\$1,154** (PreK)
p/n 55442 **\$1,154** (K)

See My Letters alive Journal
details on page 12.



“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 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



**Instructional for PreK and K
Intervention for 1st-3rd Grade**
All ages for ELL and Special Needs students

What's in the box?



Works with:



See specs on pg 18

Classroom Kit contents:

- **Math alive** Software on USB flash drive
 - One user license for single computer
- 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 Doc Cam and extension stand
- Tracking mat for cards
- 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



**Watch math
come alive!**

www.MathaliveKit.com



Includes Teacher Lesson Plan Manual (PDF):

- Full school year of daily lesson plans aligned to State Standards for Kindergarten
- 400+ pages including over 260 activity sheets
- 7 Math concept stories
- 26 Animal facts
- 10 Habitat fact sheets
- 174 Math vocabulary cards

**Need a
computer?**

Laptop & Kit Bundle

- **HP Laptop** (touch-screen) preloaded with **Math alive**
- 1-Year limited warranty (on HP)
- Full **Math alive** Kit
- Just power up, click, and go!



Laptop & Kit Bundle

p/n 56122 **\$2,094**

**Add Student
Journals**

**My Math alive Journals
Coming Soon!**



Math alive Plus Kit

p/n 56110 **\$995**

**No
Subscription
Fee**

Most Popular!

SUPPLEMENTAL READING & MATH SUITE

Save almost \$500!

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



What is Learning alive™ Plus?

Learning alive Plus is a combination 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 animals, which ties in science, creating a cross-curricular approach to early literacy. Enjoy the action, sounds, and engagement as our animals spring to life through the magic of augmented reality and provide an eye-popping 3D experience for your kids.



Why Should I buy Reading and Math together?

You'll save almost \$500! And, as a bonus, you'll also receive three **Interactive Stories!**



Amos Alligator's
Airport Adventure



Ima Iguana
Treasure Hunter



Ollie Orangutan
Helping Ollie



- 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 short videos and mini-games that are aligned to State Standards.



Instructional for PreK and K
Intervention for 1st-3rd Grade
All ages for ELL and Special Needs students

What's in the box?



Works with:



See specs on pg 18

Classroom Suite contents:

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

Three engaging digital stories included:

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



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

Suite also includes:



Assess your Students' Progress
with Online Digital Assessments.

FREE 60-Day Trial

Save Over 400 Hours per Year

This Suite saves
you almost \$500!

Learning alive Plus Suite

p/n 50400 **\$1,495**

No
Subscription
Fee

Need a
computer?

Laptop & Kit Bundle

- **HP Laptop** (touch-screen)
preloaded with **Learning alive Plus**
- 1-Year limited warranty (on HP)
- Full **Learning alive Plus Suite**
- Just power up, click, and go!



Laptop & Kit Bundle

p/n 50120 **\$2,594**

Add Student
Journals

Journals & Kit Bundle

- **My Letters alive Journals**
Classroom Pack of 20
- Full **Learning alive Plus Suite**

\$159
20-Pack



Journals & Kit Bundle

p/n 50441 **\$1,654** (PreK)

p/n 50442 **\$1,654** (K)

See My Letters alive Journal
details on page 12.

READING, MATH, AND CREATING

Great for Media Centers, Makerspace, and STEM Programs!



What is Learning alive™ Plus for the Sprout Pro by HP?

It's a full suite of our learning kits including Letters alive Plus, Math alive, and three Interactive Stories (as seen on page 8) designed specifically for the Sprout Pro (with MS Windows 10). With the Sprout Pro, teachers and students can collaborate with a dual touch-screen and touch-mat experience that makes learning even more engaging! This robust workstation is great for high-traffic areas that serve a variety of students.



Learning alive Workstation for Reading, Math, and Creating!

- Multi-touch, hi-definition monitor and HP touch-mat for hands-on engagement
- Built-in doc camera for scanning your favorite documents and reading our AR flash cards
- High-quality sound system that brings learning to life
- Students can scan objects with built-in 3D camera, edit, and be ready for 3D printing

What's in the box?

TECH & LEARNING
BEST of SHOW
AT ISTE 2017
WINNER



Sprout version



Suite Includes:

- All components from **Letters alive Plus**
- All components from **Math alive Kit**
(Excluding the posters, and the doc camera & tracking mat which are built into the Sprout)

• Interactive Stories

Three engaging digital stories included:

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

Watch the Sprout
in action!
www.AliveStudiosCo.com/hpsprout



Suite also includes:

Assess your Students' Progress
with Online Digital Assessments.

FREE 60-Day Trial

Save Over 400 Hours per Year



No
Subscription
Fee

Learning alive Plus
(for Sprout G1 or G2)

p/n 50470 **\$1,295**

Learning alive Workstation

- **Sprout Pro by HP (G2)**
- Full **Learning alive Plus** Suite



Learning alive Workstation

p/n 50165 **\$4,995**

Learning alive Workstation with Zoo Cart

- **Sprout Pro by HP (G2)**
- Full **Learning alive Plus** Suite
- Teacher's Zoo Cart for Sprout



Learning alive Workstation
with Zoo Cart

p/n 50166 **\$5,990**

JOURNALS ALIVE (FOR TABLETS AND SMARTPHONES)

Family Engagement and Center Time

My Letters alive Journal

Learn Letters and Letter Sounds with 26 mind-boggling 3D animals!

Kids love learning and exploring!



Buy a single student journal or classroom 20-Pack!



Single Journal

p/n 84001 **\$9.95 (PK)**

p/n 84002 **\$9.95 (K)**



Classroom 20-pack

p/n 84021 **\$159 (PK)**

p/n 84022 **\$159 (K)**

The kindergarten version includes many more grade-level, hands-on activities!

The Journal and FREE app fosters cross-curricular and collaborative learning!

- Introduces/reinforces letters and letter sounds
- Teaches proper letter formation
- Encourages creative writing
- Promotes family engagement
- Monitors progress with sticker badge set
- Includes the Zoo Crew Alphabet music video
- Uses device camera for photos with 3D animals



Download our FREE Journals alive app on your mobile tablets and smartphones!



AMOS ALLIGATOR ARRIVES AT THE AIRPORT

Watch Amos and his airport adventure come alive in this wondrous Storybook with our FREE 3D augmented reality mobile app!



Buy a single book, or a set of six for center time!



Single Book

p/n 83001 **\$9.95**



Classroom 6-pack

p/n 83601 **\$59.70**

“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

Family engagement and center time!



- Have the app read to you or read the book by yourself
- Have fun with 29 sight words
- Play the airplane letter/word game
- Learn alligator facts
- Enrich your child's listening vocabulary



Download our FREE Storybooks alive app on your mobile tablets and smartphones!



KINDERGARTEN CASE STUDY

The effectiveness of Learning alive in the classroom

This study was conducted with over 90% ELL Students.



Greg Smedley-Warren
Title I Kindergarten Teacher
The Kindergarten Smorgasboard

Download the full Case Study:
www.AliveStudiosCo.com/case-studies

Watch Greg's kids in action!
www.AliveStudiosCo.com/program



Uppercase Letter Recognition

Beginning of the year we knew 9.6 letters.
After 26 days we knew all 26.

Lowercase Letter Recognition

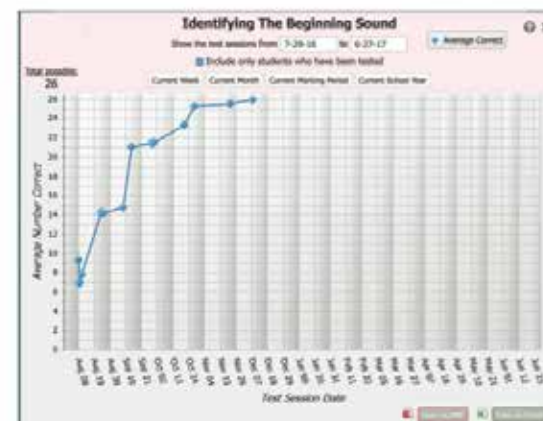
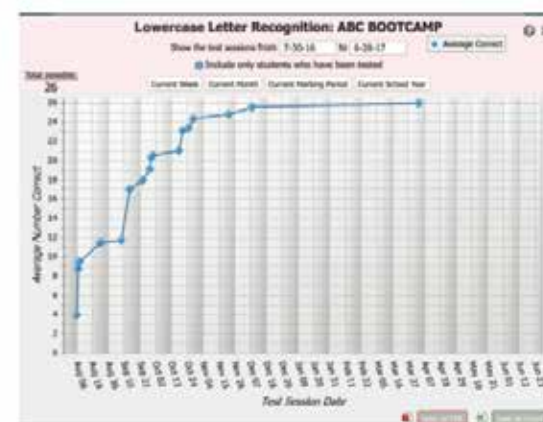
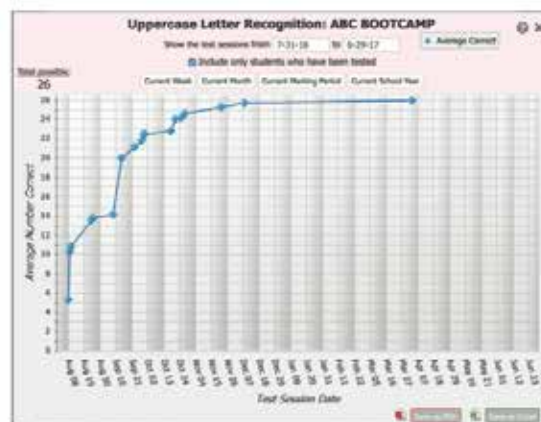
Beginning of the year we knew 7.5 letters.
After 26 days we knew all 26.

ID Letter Sounds (see a letter, say the sound)

Beginning of the year we knew 7.5 letters.
After 26 days we knew all 26.

ID Letter Sounds (say a picture, say the sound)

Beginning of the year we knew 5.1 letters.
After 26 days we knew all 26.



Data reports from ESGI

VOLUME BONUS PROGRAM

FREE Professional Development and Student Assessments

How does the Volume Bonus work?

Purchase 10 or more Learning alive Suites

or

Purchase 15 or more Letters alive or Math alive Kits

and receive:

Over \$300 Value
per Teacher!

- A FREE 1/2 day of onsite Professional Development for all participating teachers

Hands-on instruction at your location that focuses on evidence-based practices for improving student outcomes by using our supplemental programs. (see page 18 for details)

- A FREE full-year online Student Assessments for each participating teacher*

ESGI is the simplest, easiest to use assessment platform for conducting one-on-one assessments for emergent and non-readers. These digital assessments for guided instruction save teachers over 400 hours per year in cumbersome paperwork! Several popular assessments are included; and, you can even create your own! With a single-click, you can share personalized letters with parents in both English and Spanish, and send student progress reports to administrators.



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



Letters alive Plus for Reading

\$995^{ea}

Purchase 15 or more
P/N 55400



**Learning alive Plus
for Reading and Math**

Includes Letters alive Plus, Math alive,
and three Interactive Stories

\$1,495^{ea}

Purchase 10 or more
P/N 50400

Already a customer but don't have the new "Plus" version?

What's new in the upgrades?

- Super-quick response and action
- New module for building over 900 words with letters, blends, digraphs, and rimes (phonics-based)
- Virtual, onscreen buttons for sounds, words, and more
- Touch-screen or mouse-click (great for interactive whiteboards)
- Touch/click to read words and sentences
- Five new/replacement card decks with added features



Student interacting with Letters alive Plus on an interactive panel

Our Most Popular Upgrade Options:

Upgrade to Learning alive Plus



1	From Letters alive with 3Cam Camera to Learning alive Plus	p/n 50421	\$895
2	From Letters alive with Ipevo Camera to Learning alive Plus	p/n 50422	\$795
3	From Learning alive to Learning alive Plus	p/n 50423	\$595

Upgrade to Letters alive Plus



1	From Letters alive with 3Cam Camera to Letters alive Plus	p/n 55421	\$695
2	From Letters alive with Ipevo Camera to Letters alive Plus	p/n 55422	\$595

Check out all the New Features!

www.AliveStudiosCo.com/upgrade



**Don't see your upgrade option?
Give us a call! (678) 404-7473**

Teacher's Zoo Cart

Add mobility, security, and storage for your kit!

- Durable, lockable, and mobile
- Pop-up shelf provides extra surface for your kit setup
- Compartmentalized drawer for organized card storage
- Internal shelves for even more storage
- 15' power strip
 - > *Optional projector shelf*
 - > *Optional sound system*



Front View

Back View



Zoo Cart Options:

	Teacher's Zoo Cart	p/n 50365	\$945
	Teacher's Zoo Cart with Sound System already installed	p/n 50360	\$995
	Teacher's Zoo Cart with Projector Shelf already assembled	p/n 50366	\$1,040
	Teacher's Zoo Cart with Projector Shelf and Sound System already installed	p/n 50361	\$1,090
	Teacher's Zoo Cart for Sprout Pro by HP (larger surface area)	p/n 50367	\$995

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 15).**

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 3.3 (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!



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 under \$150.
Please call for shipping quote.

Need funding?

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



We'd love to hear from you!
678-404-7473

Visit us online at
www.AliveStudiosCo.com



Alive Studios, LLC owns the intellectual property rights to the characters, brands, titles, and properties popularly associated with the Alive Studios name. These rights are protected by U.S. and international patent, copyright and trademark laws.