



MIND-BOGGLING ENGAGEMENT FOR EARLY LITERACY

PreK & Kindergarten

Also for:

- Kindergarten Readiness
- Intervention (1st - 3rd)
- ELL
- Special Needs
- Summer Programs



**Reading
and Math
Come Alive!**



Powered by
**AUGmented
Reality**



Independent
Research
Proves it!
Page 4

OUR STORY, OUR BHAG, OUR PASSION

DESTINATION
ZOO

Join our BHAG!

*Our BIG HAIRY AUDACIOUS GOAL (BHAG) is to **help shift** the Nation's Report Card from only 37% of our 4th graders reading proficiently to over 70% reading proficiently.*

When my husband and I 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 a talented team, awesome teachers, 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

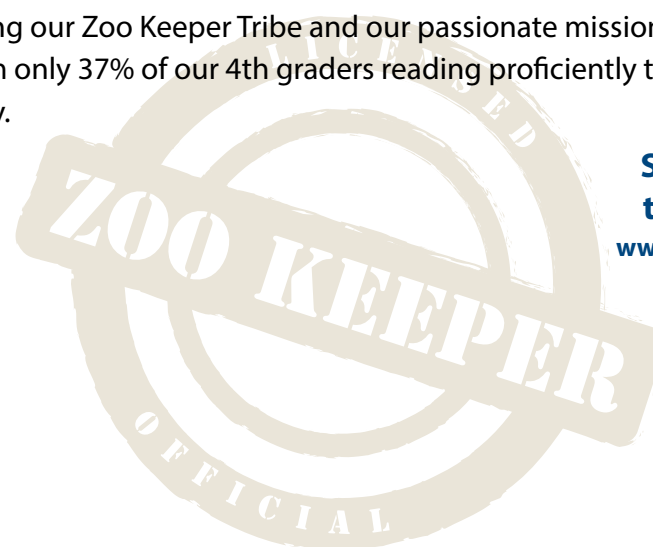


My adopted sons

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 shift** the Nation's Report Card from only 37% of our 4th graders reading proficiently to over 70% reading proficiently.

Cynthia



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



Share stories of how you're helping early readers.
On your social media, use this hashtag:

#HelpShiftHappen

TESTIMONIALS & CASE STUDIES

↑
THIS
END
UP

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

ELL | District-Wide Rollout

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

Hugo Gomez
Kindergarten Teacher
Edinburg, TX



 SCHOLASTIC

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.



Public Library | Branch-Wide Rollout

“Only 20 percent of our kids are ready for kindergarten. Now our libraries have the ability to bridge that gap with Letters alive.”

Shelly Schwerzler, Development Manager
Gwinnett County, GA



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

 abc WORLD NEWS

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 | District-Wide Rollout

“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!

48%

48% increase in letter naming fluency.
This was a 2x gain over non-users.

112%

112% increase in letter sound fluency.
This was a 4x gain over non-users.

Full study at: www.AliveStudiosCo.com/research

Study by Tamra Ogletree, Ph.D / University of Georgia

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. This multi-modality and brain-based approach appeals to a broad range of learning styles including ELL, at-risk, and special needs students. Teachers have the flexibility of teaching to whole groups, centers, or individual 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
(Also helps with At Risk intervention, ELL,
and Special Needs students)



What's in the box?



Works with:



See specs on pg 18



Internet
not required

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 hundred of activities
- Activities Include: handwriting, beginning letter sounds, word families, sight words, writing exercises, story comprehension, and coloring
- 26 Short rhyming stories
- 26 Animal facts with habitats

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**

Price increase coming Summer 2019

Need a
computer?

Laptop & Kit Bundle

- **HP Laptop** (touch-screen)
preloaded with **Letters alive Plus**
- 1-Year limited warranty (on HP)
- **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
- **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

(Also helps with At Risk intervention, 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
 - 10 Animal cards
 - 9 Color cards
 - 7 (2D) Shape cards
 - 5 (3D) Shape 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



Internet
not required

Need a
computer?

Laptop & Kit Bundle

- **HP Laptop** (touch-screen) preloaded with **Math alive**
- 1-Year limited warranty (on HP)
- **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 Spring 2019!**



Math alive Kit

p/n 56110 **\$995**

Price increase coming Summer 2019

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
(Also helps with At Risk intervention, ELL,
and Special Needs students)

What's in the box?



Works with:



See specs on pg 18



Internet
not required

Classroom Suite contents:

- All components from **Letters alive Plus** (see pg 5)
- All components from **Math alive Kit** (see pg 7)
- 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**

Price increase coming Summer 2019

No
Subscription
Fee

Need a
computer?

Laptop & Kit Bundle

- **HP Laptop** (touch-screen)
preloaded with **Learning alive Plus**
- 1-Year limited warranty (on HP)
- **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
- **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.

CLASSROOMS ALIVE BUNDLE

Create a Magical Place for your Kids!

What is the Classrooms alive Bundle?

The Classrooms alive Bundle can transform your learning environment into a wondrous adventure land where your students are super-engaged!

Bundle Includes:

- **Learning alive Plus** (see pg 9)
- 12' x 7'6" Oval **Alphabet Classroom Rug** (see pg 13)
- 20-Pack of **My Letters alive Student Journals** (see pg 12)



Classrooms alive Bundle

p/n 50443 **\$2,053** (PreK)

p/n 50444 **\$2,053** (K)

plus shipping

LEARNING ALIVE WORKSTATION

READING, MATH, AND CREATING!



Great for Media Centers
and STEM Programs!



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

Learning alive Plus for the Sprout Pro is a full suite of our learning kits including Letters alive Plus, Math alive, and three Interactive Stories (as seen on pg 8) designed specifically for the HP Sprout Pro (with MS Windows 10). With the HP Sprout Pro, teachers and students can collaborate with a dual touch-screen and touch-mat experience that makes learning even more engaging!

Suite Includes:

- **Letters alive Plus** Kit (see pg 5)
- **Math alive** Kit (see pg 7)
- (Excluding the posters, and the doc camera & tracking mat which are built into the Sprout)
- Three **Interactive Stories**
- 60-Day Trial for **ESGI Online Assessments**

Watch the
Learning alive Workstation
in action!

www.AliveStudiosCo.com/hpsprout



TECH & LEARNING
BEST SHOW
AT ISTE 2017
WINNER

No
Subscription
Fee

Learning alive Plus Suite
(for Sprout G1 or G2)

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

Software kit only

Learning alive Workstation

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



Learning alive Workstation

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

Learning alive Workstation with Zoo Cart

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



**Learning alive Workstation
with Zoo Cart**

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

JOURNALS ALIVE (FREE APP FOR TABLETS AND SMARTPHONES)

Parent Engagement and Center Time

What are My Letters alive Journals?

My Letters alive Student Journals, along with our FREE app for tablets and smartphones, provide kids with an interactive experience using mind-boggling, 3D animals for learning letters, letter sounds and proper letter formation!



Single Journal

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

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

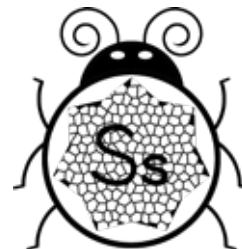


Classroom 20-pack

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 foster cross-curricular and collaborative learning!

- Introduces/reinforces letters and letter sounds
- Teaches proper letter formation
- Encourages creative writing
- Promotes parent/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!

Then, scan this sample - WOW!



RUGS ALIVE (FREE APP FOR TABLETS AND SMARTPHONES)



What are Rugs alive?

Rugs alive are our colorful and durable classroom rugs that come to life in your classroom with our FREE Rugs alive app! These rugs are perfect for introducing the alphabet through sight, song, and 3D magic! Each of our 26 animals come alive when matched with the correct habitat card. Kids can walk around the animals and explore them from all sides. You can also play the Zoo Crew Alphabet Song right from your rug!

Great for Classrooms and Media Centers!

How will Rugs alive help students?

- Learn animal habitats from around the world
- Predict, check, sort, and compare findings
- Explore all 26 animals in 3D
- Collaborate with friends or work alone
- Take fun photos with animals
- Introduce upper and lowercase letters
- Learn the alphabet through song
- Create your own fun rug activities

Rugs alive Round

- 6ft Diameter Alphabet Rug
- FREE mobile app



p/n 89101 **\$199⁹⁵**
plus shipping

Rugs alive Oval

- 12' x 7'6" Alphabet Rug
- FREE mobile app



p/n 89302 **\$399⁹⁵**
plus shipping

Rugs alive Rectangle

- Small 9' x 6' Alphabet Rug
- Large 12' x 7'6" Alphabet Rug
- FREE mobile app



Small
p/n 89201 **\$299⁹⁵**
Large
p/n 89202 **\$399⁹⁵**
plus shipping



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



www.RugsAlive.com

The effectiveness of Letters 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 and
watch Greg's kids in action!
www.AliveStudiosCo.com/case-studies



Uppercase Letter Recognition

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

Lowercase Letter Recognition

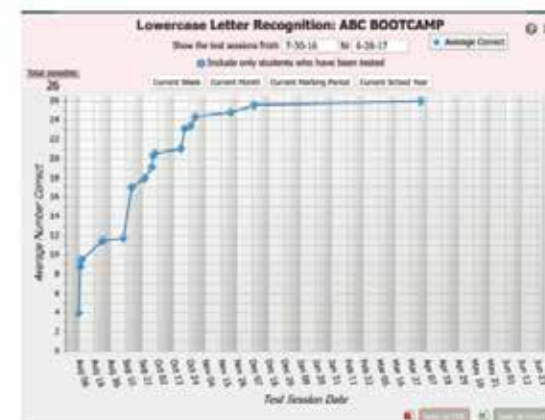
Beginning of the year we knew 7.5 letters.
After 26 days we knew all 26.

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

↑
THIS
END
UP

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 of 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

* These Free ESGI online digital assessment subscriptions are only for schools/teachers who are not already subscribed to ESGI's services.

Learn more at www.AliveStudiosCo.com/program

Volume Purchase Options

Buy 15 or more Letters alive Plus



Letters alive Plus for Reading

P/N 55400 **\$995_{ea}**

Price increase coming Summer 2019

Buy 10 or more Learning alive Plus



**Learning alive Plus
for Reading and Math**

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

P/N 50400 **\$1,495_{ea}**

Price increase coming Summer 2019

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
- 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 Letters alive Plus to Learning alive Plus	p/n 50420	\$695
4	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**

Classroom 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 sound system
- Optional projector shelf

See the Zoo Cart's features at:
www.AliveStudiosCo.com/classroom-zoo-carts



Front View

Back View



Zoo Cart Options:

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

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) of professional development
- Follow step-by-step set up & get hands-on training for using in classroom
- 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 guide 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, 8, or 10 (all 64-bit)
- Processor: Intel i5 or better or AMD equivalent
- RAM: 4 GB or higher
- Graphics Requirements:
 - Open GL 4.1 (or better) *Can download for free online*
 - 512 MB or higher video 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!



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!



Single Book

p/n 83001 **\$9.95**



Classroom 6-pack

p/n 83601 **\$59.70**



Download our FREE
Storybooks alive app!



Parent engagement and center time!



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



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

Our convenient ordering options:



Email us
sales@alivestudiosco.com



Order Online
www.AliveStudiosCo.com/shop



Send us a Fax
678-248-9030



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:



FREE Shipping

Excludes zoo carts, rugs, and
international orders.
Please call for shipping quote.

Need funding?

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



Mind-Boggling Engagement for Early Literacy

We'd love to hear from you!

678-404-7473

Visit us online at

www.AliveStudiosCo.com



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