

# **Apps in My Pocket announce storybooks that listen to children read**

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Speech recognition enables storybooks to listen to early readers and provide reading support

London, 23 September, there's a huge, on-going debate about how AI will impact society. Alongside this, education is an area where politicians of all persuasions are looking to raise teaching standards, and parents want their children to reach their full potential in an ever more competitive world.

Some educational apps have shown great promise. However, there is a huge variety in the educational effectiveness of apps according to the website, [balefirelabs.com](http://balefirelabs.com). Balefire Labs rate thousands of apps, C or below, for how well they teach. Many of them would fail an OFSTED. Out of the 5000 apps Balefire Labs have reviewed, only nine merit their top rating, A+. This gap in effectiveness may grow as the best apply AI to move further ahead.

Apps in My Pocket's PocketPhonics Stories is one of those nine apps Balefire Labs rate an A+. Apps in My Pocket's apps are used in hundreds of UK primary schools.

Their PocketPhonics Stories acts like a 1-2-1 reading tutor for a young child. Up until now, one thing that has been missing is being able to listen to the child read, and indicate to them where they are in the page (like a parent would for a child). Thanks to the introduction of speech recognition in iOS10, PocketPhonics Stories can now do this. Mum's and Dad's finger on the page has been replaced by an app.

Apps in My Pocket director, John Friend, said, "Creating educational apps that can listen to the student and support them in their learning, promises to yield a new generation of educational apps, particularly for children who cannot read or write as yet. We're immensely proud to be in the vanguard of that wave."

## **PocketPhonics Stories**

PocketPhonics Stories teaches young children the basics of reading and handwriting. It includes 43 storybooks suitable for early readers and follows the synthetic phonics method, the cornerstone of early literacy in the national curriculum. It has a choice of eight different handwriting styles taught in UK schools, and teaches British English with a British voice.

[PocketPhonics Stories \(free-to-try\)](#) gives parents a 10-day free trial after which they pay £1.49 each month.

## **About Apps in My Pocket**

Apps in My Pocket was founded in the UK eight years ago to build apps that deliver best educational practice to help kids achieve their full potential. Their apps are used in over 3000 schools worldwide. More information: <http://appsinmypocket.com/press-and-media>