



For immediate release
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Major prize for literacy teaching on-line.

Unique literacy teaching software for parents to use at home with their children has won a major prize in the nation's most prestigious innovation awards announced last night in Sydney. The Secrets of Australian IT Competition, which this year received around 200 entries, aims to encourage the best innovations in the Australian information and communications technology (ICT) industry to showcase to the world. It is an initiative of the Australian Government with State government support.

Phonica, developed by Sydney based company Reading Systems, is an on-line highly interactive program of 60 lessons which aims to replicate many of the features of one to one tutoring using the latest scientific evidence from around the world. Phonica deploys audio, video and animation in carefully designed sequences to maintain the student's interest and be educationally effective and can be adapted to parents', schools' and teachers' preferences.

"We are honoured to have been recognised for our work over the last few years," said co founder of Reading Systems, Dr Jeffrey Tobias. "The award is not just for us but for the many children at primary school who are not making the grade when it comes to reading.

"With the National Inquiry into Literacy having been announced by Education Minister, Brendon Nelson an on-line product such as ours is well placed to meet the demands of parents wherever they are in Australia."

A trial of Phonica in Launceston has recently been completed with high participation rates and significant advances in reading age among the children.

Phonica's early development was assisted by a grant from Telstra's Broadband Fund and the Tasmanian trial was conducted in partnership with Telstra's Broadband eLab in Launceston. There has already been interest from the UK and United States in the product.

For further information please visit www.readingsystems.com or
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