

1 2 3 4 5 6

Product Overview

phase-6
Locking vocabulary
into long-term memory!

phase-6 is based on **validated scientific research** which is combined with simplistic and user-friendly design. It has helped more than 240,000 students in Germany **solve their cramming dilemma** and learn for the **long-term**, rather than for the next test alone. Teachers value *phase-6* because it frees them to concentrate on **higher level learning objectives** during valuable class time.

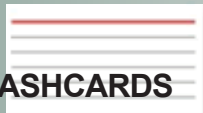
phase-6 is a web-delivered product that students will use on their home computers, in libraries, or computer labs. While self-motivated

users may benefit from using *phase-6*, it is a vocabulary practice tool that has greatest value when **complementing instruction**. In Germany, more than 240,000 students use *phase-6* as an accompanying application aligned with their coursework.

The new web-based version 2.0 allows users to use **multimedia flashcards** to lock academic vocabulary and terminology from any K-12 subject area into long-term memory. Content types include vocabulary, facts, figures, definitions, terminology, formulas, and any other itemized content phrased as question and answer pairs.

As easy as ... 1-2-3

1



FLASHCARDS

Enter or import multimedia flash cards of ...

... vocabulary (ESL, World Languages)
... terminology and expressions (Science, Social Studies, Economics)
... English Language Arts / Reading (AVID, SAT Prep)

Flash cards can be created by and shared among teachers and students. Additionally, content modules can be imported from any source as well as our content shop (coming soon!).

2



Automatic, intelligent repetition

Five **correct** repetitions in a row will lock the studied item into long-term memory. During practice, students are free to concentrate on the learning process, while the *phase-6* system organizes all flash cards that are due for study. The intelligent system of repetition addresses differentiated instruction and ensures that even irregular use of *phase-6* leads to efficient long-term storage of the most important study materials.

phase-6's **patent pending methodology** will automatically prioritize those study items that are in the earlier stages of the study process so that students do not have to worry about **passing the test**, and ...

3



Long-term retention

... exponentially increasing time intervals at a later stage ensure that the learning material gets locked into long-term memory – likely never to be forgotten again.

Three to five short (10-15 minutes) practice sessions per week will be sufficient to significantly increase the likelihood of **long-term retention** beyond the scope of the test.

Scientific Background

The key for locking vocabulary into long-term memory is frequent repetition based on the scientific research findings of German brain-researcher **Hermann Ebbinghaus** and his "**Forgetting Curve**" theory. The **spacing effect** increases the elapsed time period after each correct repetition before the same item will be practiced again. Reinforcements occur at the moment when they can have maximum benefit.

phase-6 specializes in the transfer and memorization of knowledge. Thus, it focuses on the lowest level of **Bloom's Taxonomy**. Since the knowledge level is the foundation of all other (higher) learning objectives, a solid mastery is essential before students can effectively reach higher order learning skills.

...more for teachers

While students can practice on the knowledge level on their own time and at their own pace, teachers are free to concentrate on higher learning objectives during their limited and valuable classroom time.

Finally, our **new teacher reports** add transparency by informing teachers about students' progress. Convenient and insightful email summaries – available at the end of 2007 – will present basic statistics: time on task, practice completed, items studied, and most difficult items.

contact

Lars Gyorvari, Vice-President and COO
401 N Michigan Ave , Suite 1200 , Chicago, IL, 60611
tel. 312 233 2755, email: l.gyorvari@phase-6.com