

DynEd[®]
the smart way to English

DynEd Operates Through Belief

MOBILE ENABLED

FORWARD LOOKING

We enable a world where fluency in English is attainable for everyone

RESULT FOCUSED

INTEGRITY

INTUITIVE

Optimize our English learning ecosystem so that everybody can learn English the most efficient way

The name DynEd stands for Dynamic Education, and reflects the always-evolving, cutting-edge approach that the company has long taken towards the improvement of English language education around the world



We are

- developers and holders of a patent for the world's first multimedia language teaching CD-ROM.
- pioneers of the use of Speech Recognition (SR) technology in multimedia language teaching
- providers of the world's most sophisticated multimedia language teaching software across more than **70** countries on **6** continents

We have

- more than **28** years of industry-leading English language teaching experience
- more than **40** international awards honoring nearly every single one of our courses
- more than **25,000,000** learners worldwide who have benefitted from DynEd

We offer

- brain-based multimedia English learning solutions built on the insights and best-practice research of cognitive psychology and neuroscience
- nearly **30** courses and programs to meet the needs of English language learners of all ages and levels of proficiency
- a powerful learning management system to support teachers and operational efficiency

DynEd's Development in China

CCTV9's Dialogue program joins with DynEd to create a new advanced level listening strategies course: Dialogue”

"DynEd Kids", a program designed and created for elementary school students and based on the new curriculum standards of the Chinese Ministry of Education, is officially released to rave reviews

2012

2011

Reading for Success, DynEd's first reading course, is released and immediately wins an EDDIE at the 2014 Annual Education Software Review Awards as the Best Multi-Level ELL Reading Course

2014

With China at the core of its comprehensive strategic plan for the Asia-Pacific region, DynEd will continue to add to its strength in research and development and raise its service levels

Grasping mobile internet trends, DynEd releases its first full mobile application solution, the DynEd Mobile Ecosystem

2015



Guanghua School of Management, part of Peking University, along with a number of other famous universities and leading Chinese English teaching institutions, become DynEd's first customers in China

2001

2002

Web International English and DynEd embark on a comprehensive strategic partnership

The DynEd Global Partner Summit was held in Beijing. Top educational institutions from over 30 countries around the world shared teaching experiences and discussed the future direction of English teaching

2010

DynEd China is officially established in Beijing as a subsidiary of DynEd International, Inc.

2003

2006

DynEd formally enters the field of Aviation English with a global news conference in Beijing announcing the release of DynEd's Aviation English courses

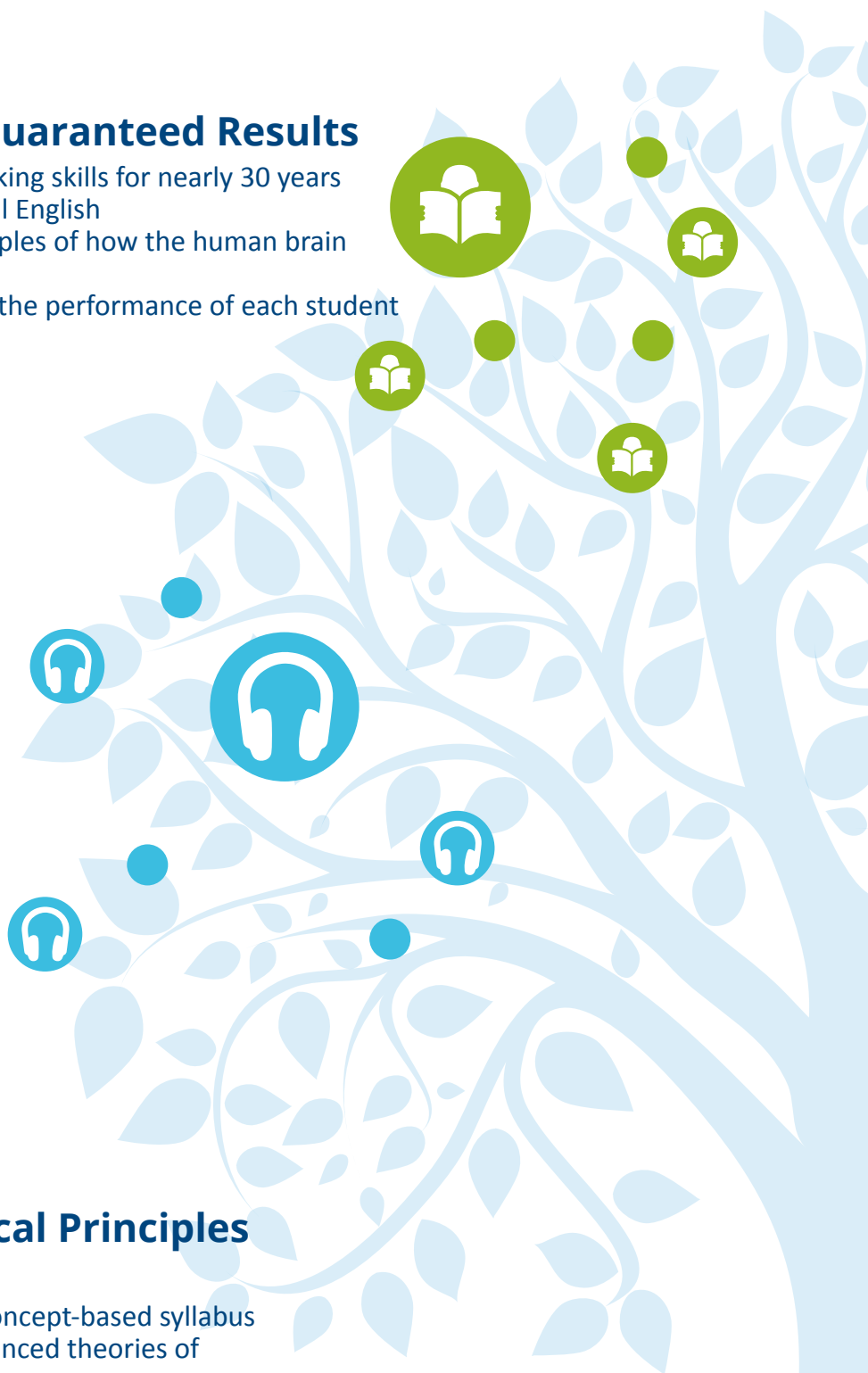
2008

Beijing University of Aeronautics and Astronautics(BUAA) and other top Chinese civil aviation universities formally choose DynEd's Aviation English courses to accelerate the learning process of their pilots and air traffic controllers, and ensure they successfully achieve the required ICAO4 English fluency level.

Creating the Perfect Combination of Science, Techno

Intelligent Design for Guaranteed Results

A focus on English listening and speaking skills for nearly 30 years
Authentic American and International English
Study methods that reflect the principles of how the human brain actually learns.
Personalized programs that adapt to the performance of each student



DynEd's Core Pedagogical Principles

A 21st Century Blended model
A unique, scientifically sequenced, concept-based syllabus
An approach based on the most advanced theories of learning from the cognitive sciences



Comprehensive Support for Teachers

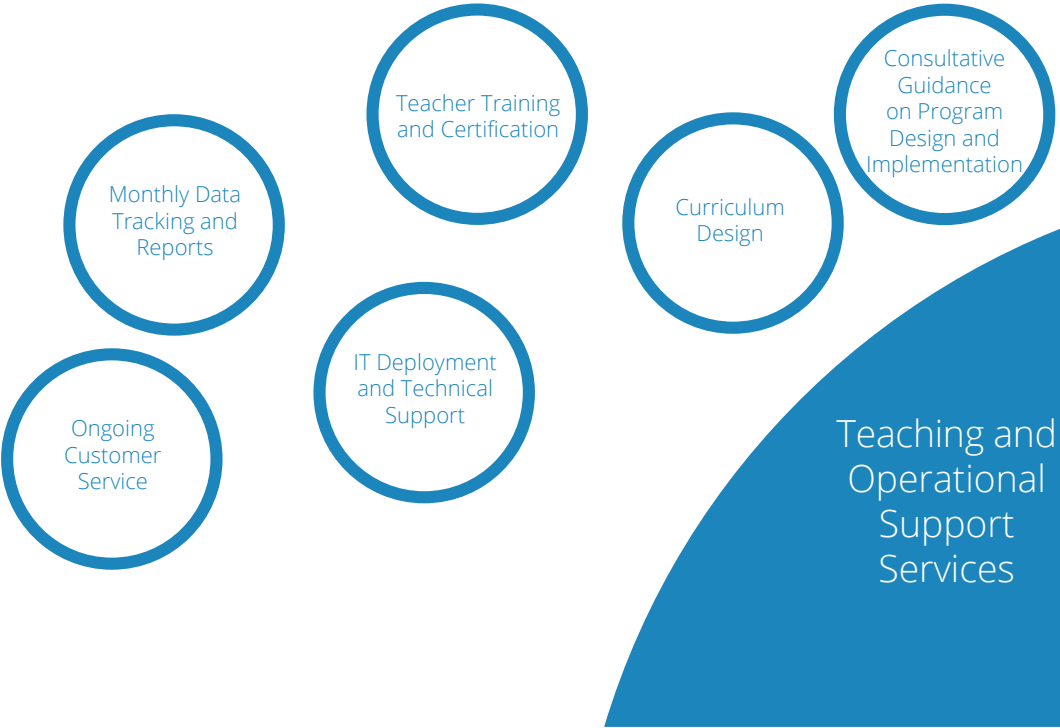
A powerful learning management system
Practical classroom lesson plans teaching content
Real-time assessment of learning outcomes
Accurate grading evaluations



Sustainable Development of Operations

Operations management assistance
Strict quality monitoring
Accurate teacher management

Comprehensive DynEd Solutions



Teaching and Operational Support Services

Business and Vocational English

English Language Proficiency Certification



Kids English

Teacher and operational data management systems

DynEd[®]



Academic English



English for University Students and Adults

Mobile Learning Applications

- DynEd Professional Courseware APP
- My DynEd APP
- DynEd Supplementary Courseware APP

Kids English Package



Helping kids love and learn English in a natural and fun way!

Core Curriculum



• Let's Go



• DynEd Kids



Designed for children aged 4-11

Concept-oriented syllabus design



Fun interactive learning experience and enhanced practice model

Vivid cast of animated characters

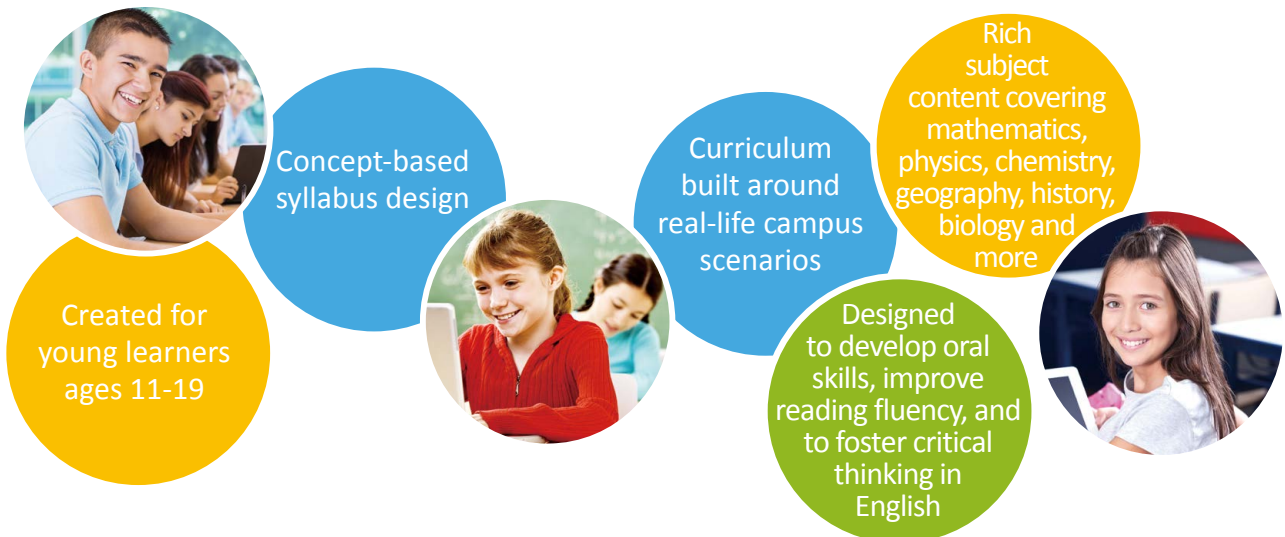
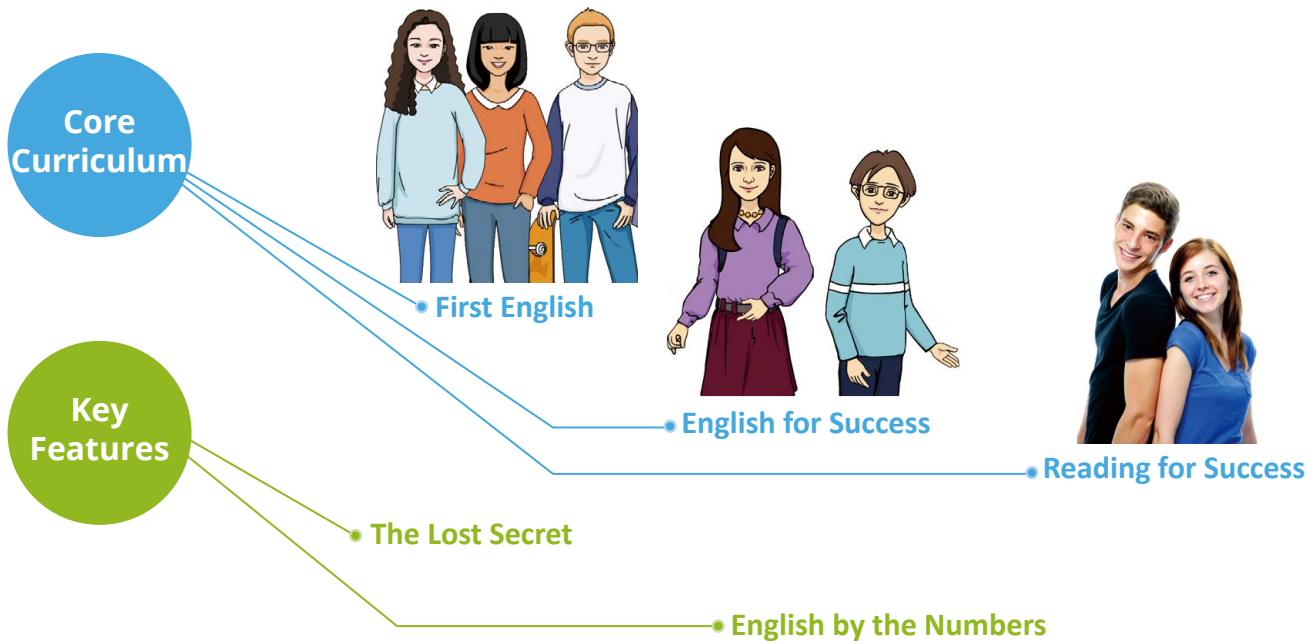


Catchy songs, daily conversation and school topics



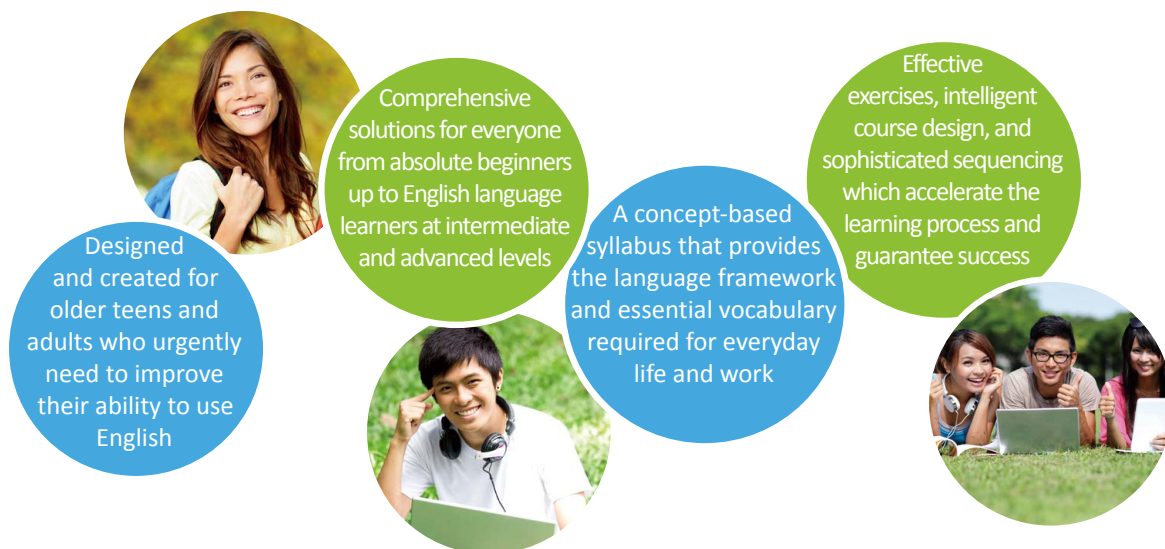


Unique academic English courses that provide young learners with the language skills they need in listening, speaking, reading and writing to succeed in any educational environment, anywhere in the world



General English Package for University Students and Adults

Say goodbye to poor oral English !
Efficient learning methods save time and cost by up to 60%!



Business and Vocational English Package



Improve your work efficiency and business success!
Seize bigger career opportunities!

Core Curriculum



• DynEd Business Series



• Aviation English



• Hospitality English

Key Features

• Clear Speech Works

• Dialogue

• Advanced Listening

• Cabin Crew Speaking Practice



Business English

Covers a wide variety of important business topics, including numerical operations, charts, job interviewing, company description, and work experience, comparing products, discussing future plans and strategies, and negotiations.

Helps learners engage confidently in presentations, interviews, meetings and discussions, and enhances their ability to deal with problems in a variety of business scenarios and multicultural contexts.



Aviation English

Ensures accurate communication, operational safety, promotes efficiency, improves service quality

Supports students from ICAO1 to the minimum required level ICAO4 and beyond



Vocational English

Cabin Crew English: Created to help flight attendants improve customer service, enhance their airline's image, and assure cabin safety

Hospitality English: Designed especially for the hotel and tourism industry, satisfying requirements for all work posts from reception to restaurant workers and guest services

Intelligent Assessment and Learning Management System

The DynEd Testing Program

Comprehensive

includes Placement, Speaking, and Achievement Tests to provide an accurate and on-going evaluation of English proficiency

Individual

uses a large item bank of questions so that no two tests are identical

Computer-adaptive

automatically adjusts the length and difficulty of each test according to individual student performance

Accurate, convenient and fair

Learning Management System

Study Path Manager

- Sets and manages a personalized learning path for each student
- Assigns courses and learning content based on student's Placement Test score
- Automatically unlocks new content based on student's accuracy and performance

Intelligent Tutor

- Records all student study activities, including courses and lessons studied, dates and times studied, scores on exercises, correct speech recognition attempts, Mastery Test scores, completion percentages, etc.
- Also monitors and evaluates student study behavior, such as total hours and frequency of study, use of course functions,
- Provides students with real-time feedback and suggestions
- Quantitative scores and detailed analyses help teachers provide learners with personalized guidance and recommendations for improved study efficiency

Automatically-Generated Reports

- Administrator, class level, and detailed individual student reports
- Weekly, monthly, full semester, or annual reports
- Grading reports based on teacher-set targets
- Certification Reports

English Proficiency Levels



DynEd	0.0	0.2	0.5	0.7	1.0	1.2	1.5	1.7	2.0	2.2	2.5	2.7	3.0	3.5
CEFR	A1			A2			B1		B2		C1			
TOEFL iBT	0	4	8	14	20	30	40	48	55	65	75	95	110	
CESOL					KET		PET			FCE		CAE		
IELTS	2		2-3.5		4		4.5		5	5-6	6-7	7		
ICAO	1			2			3			4		5+		

Kids English Package

LG DK

Let's Go

DynEd Kids

Academic English Package

FE EFS RFS

First English

English for Success

Reading for Success

General English Package for University students & Adults

FE NDE EBTN

First English

New Dynamic English

English by the Numbers

Business & Vocational Package

HE CC AE DBE

Hospitality English

Cabin Crew

Aviation English

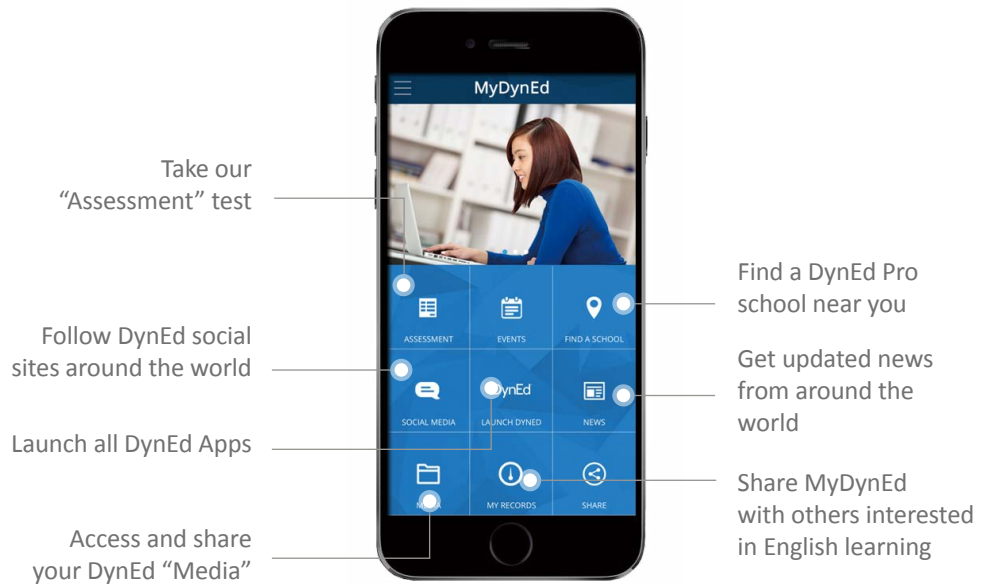
Dynamic Business English

Functioning in Business

English by the Numbers

MyDynEd App

Download our Productivity App for free and take advantage of all the benefits our mobile solutions have to offer.



DynEd Pro Line

DynEd courses available on smart devices

DynEd Pro brings the full suite of DynEd's professional courseware to mobile devices, making studying with DynEd easier than ever before!

Extended your Blended Learning experience

Designed to work with our blended-learning model, our courses will allow you to combine technology-assisted study with live instruction from a certified teacher or coach.

DynEd Pro is for DynEd students with a current user-ID

If you are not yet a student, visit our mobile website and we'll help you find a school in your area that will get you started on the road to English fluency.





DynEd Plus Line

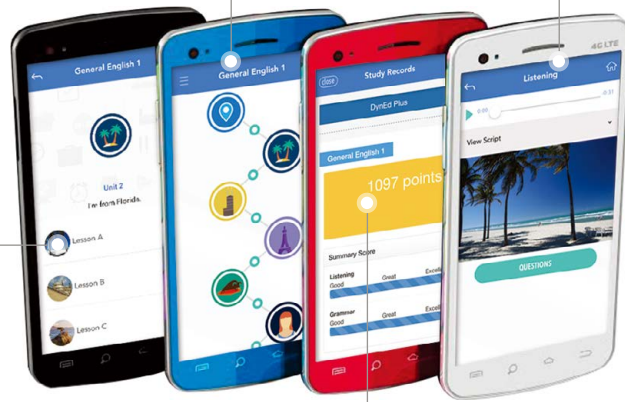
Apps with English language content you' ll love!

The DynEd Plus line begins with Conversations apps to develop your listening and speaking skills, whether studying on your own, or as a complement to DynEd Pro.

Apps to help you build your language skills daily

Allows you to go back to study previous lessons and units

New lessons become available 12 hours after you successfully complete each lesson



Your study records are safely stored in the DynEd Cloud

Start your English language journey today!





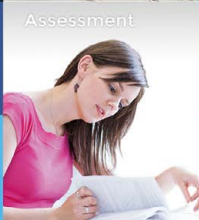



Visit our mobile website for more information on how you can complement your English studies with the mobile solution that best fits your learning needs.

At mobile.dyned.com you can also:

- Take the DynEd Plus "Assessment" test
- Track your progress with "My Records"
- "Find a School" near you
- Check your DynEd profile...and much more!

DynEd

MENU

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<p>Latest Event</p> <p>November 04, 2014</p> <p>DynEd at the Lewy Global Technology Forum!</p>	 <p>Ut enim ad minim veniam, quis nostrud exercitation ullamco ... @dynEd_id</p>	 <p>Assessment</p>
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Case Studies

Turkish Ministry of Education

Turkey

DynEd Adopted by Turkish Ministry of Education for Grades 4-8 in 2007



The Turkish Ministry of National Education signed an agreement to provide DynEd courseware for students in grades 4 to 8 nationwide. English has been identified as a national priority in Turkey, and DynEd's blended approach was viewed as the best way to scale up to meet this critical need. DynEd reached approximately 8.0 million students in these five grades in 34,500 schools around the country. Home study for additional practice was also available as an option. The agreement included DynEd's courses for this age group, First English and English for Success. The project continued to expand over the next six years toward its goal of reaching as many of the students in these five grades as have access to computers.

DynEd Adopted by Turkish Ministry of Education for Grades 4-12 in 2013

The Turkish Ministry of National Education decided to expand the DynEd project and signed a second agreement to provide DynEd courseware for students in grades 4 to 12 nationwide. The licenses covered approximately 13 million students in these 9 grades in 48,000 schools. The agreement included DynEd's First English and English for Success courses, the Placement Test, and the Teacher Training Course.

Peking University's Business School

Beijing, China



For more than six years, MBA students at Peking University's Guanghua School of Management have participated in a semi-intensive 12-week English program run by DynEd's training partners in China. More than 2000 students have completed the course to date. School officials report that "we are very happy to see that we made the right choice to select DynEd, and we are very proud that we've made some contributions to its development as well."

Aviation English Training

Worldwide



DynEd's Aviation English Course has been adopted by major airlines and training academies around the world, preparing learners for flight training and exam certification.

Clients for DynEd's Aviation English program include:

Air Astana	Colombian Air Force
Air China	Edgewater College
Air China Cargo	Emirates Airlines
Airbus China	Horizon Flight Academy
Beihang Flight College	Korean Air
Boeing Shanghai	NouvelAi
CAE	NUAA
China Eastern	Transpac Aviation Academy (US)
China Southern	Tunisian Air
Civil Aviation Authority of China	Vietnam Airlines
Civil Aviation Management Institute of China	

DynEd aviation students pass these examinations:

PEPEC (China)	TELPA (Korea)
RELTA (China)	TOEFA (Canada)
TEA (U.K.)	VERSANT (FAA)
TELLCAP (Russia)	

Over **45** international awards and honours





Showa Women's University

Japan



Kevin Ryan, Associate Professor at Showa Women's University, shares some thoughts on successfully using DynEd in his lab:

"One of the ways I use New Dynamic English is by announcing to my students, a week in advance, the topic we'll be practicing. For example, this time I announced that the topic would be Energy and pointed the students studying Level 3 to the appropriate place. The conversation the following week was more stilted than free conversation, but they were trying out new language, new structures, and new vocabulary. This was really enlightening to see."

"Now I pick a topic covered in a DynEd level each week and that gives my students an opportunity to really put their DynEd work to use. The synergy in the class is great!"

La Cañada Unified School District

California



La Cañada Unified School District is a high performing K-12 public school district, home to approximately 4000 students. All four schools are California Distinguished schools.

Lindi Dreibelbis Arthur, Director of Assessment, Research and Consolidated Programs, reports:

"Our EL population is small and growing rapidly. Students come to us from many different language backgrounds and it is quite difficult to find staff members who can assist them in their primary language. DynEd has been fantastic! The software programs are a great resource for teachers and kids love it! We have seen remarkable progress in student performance for those who use the programs regularly."

"The support and follow-up from the DynEd staff is top notch. It has been a pleasure to work with representatives from the company. They are very responsive and creative which made the installation implementation of the DynEd programs very smooth."

"We also offered the use of the software programs to adults in our community to improve their English. DynEd is not only an excellent tool for our students, but also a valuable asset for our community as a whole."

USAID Project

Sri Lanka



The English-Computer Based Learning Project (E-CBL) designated 8 training sites around the country, working with 150 instructors and technical staff members, to introduce DynEd courses and learning methodologies. The project proceeded in 3 stages:

First, an initial technical audit, and training of technical staff and software installation;

Second, DynEd conducted a 5-day teacher training course at each site;

Third, a 1-day refresher training visit to the 6 successful sites by the project coordinator.

Teachers used the program initially, and then introduced it to their students (over 1,000) in the weeks that followed. The teachers used DynEd's Records Manager to monitor student progress.

Teachers and students have embraced the program. The sites are adding users and asking for additional DynEd courses. The interest in English language improvement in Sri Lanka is clear, even in the remote sectors of the country.

For this project, DynEd received a rating of Excellent, with this comment: "There are no quality issues, and the Contractor has substantially exceeded the contract performance requirements without commensurate additional costs to the Government."





DynEd[®]
the smart way to English

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