

DynEd[®]
the smart way to English



MOBILE ENABLED

FORWARD LOOKING

RESULT FOCUSED

INTEGRITY

INTUITIVE

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

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

We are

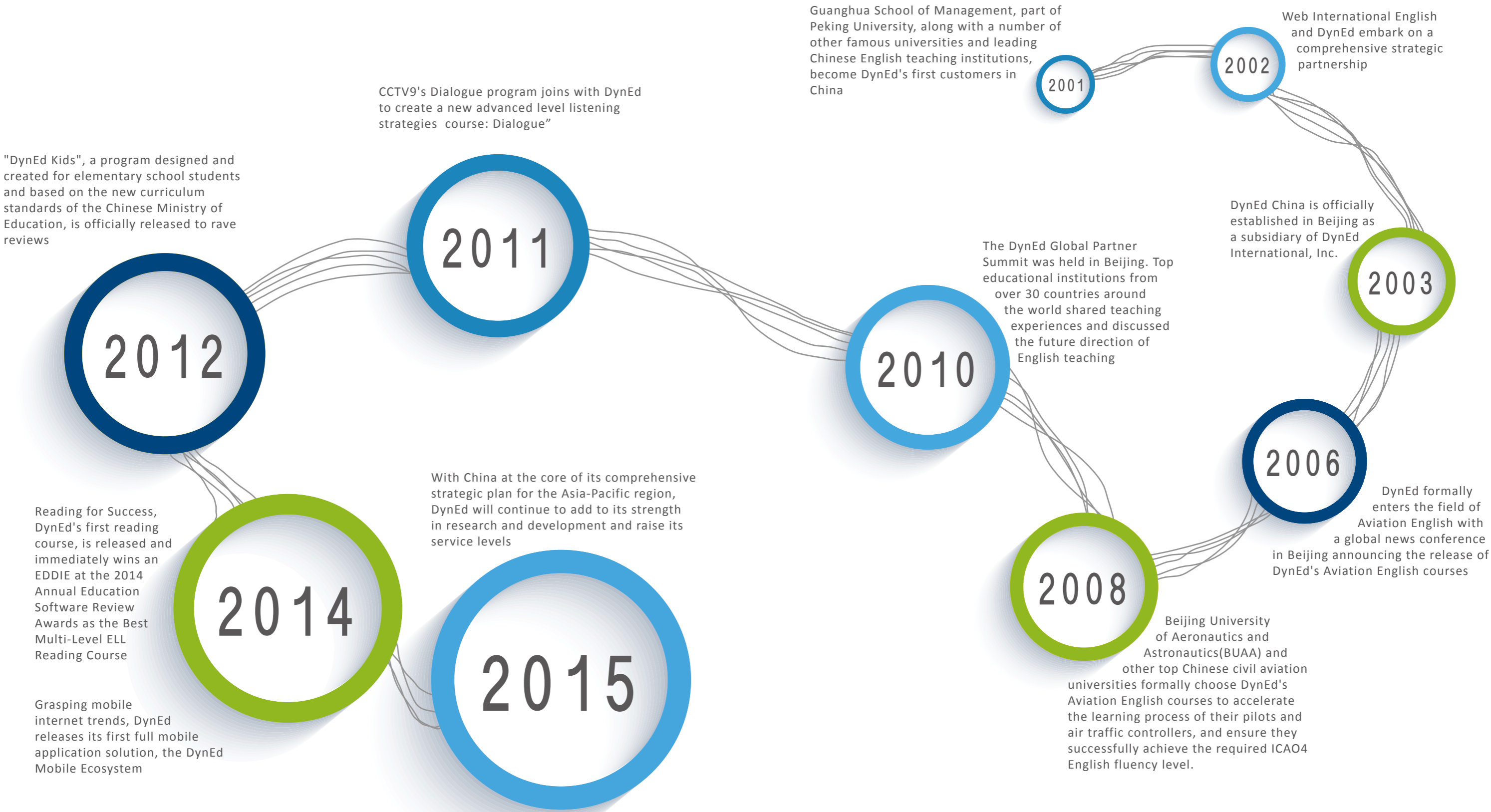
- developers and holders of a patent for the world's first multimedia language teaching CD-ROM.
- pioneers of the use of Speech Recognition (SR) technology in multimedia language teaching
- providers of the world's most sophisticated multimedia language teaching software across more than **70** countries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





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

Comprehensive Support for Teachers

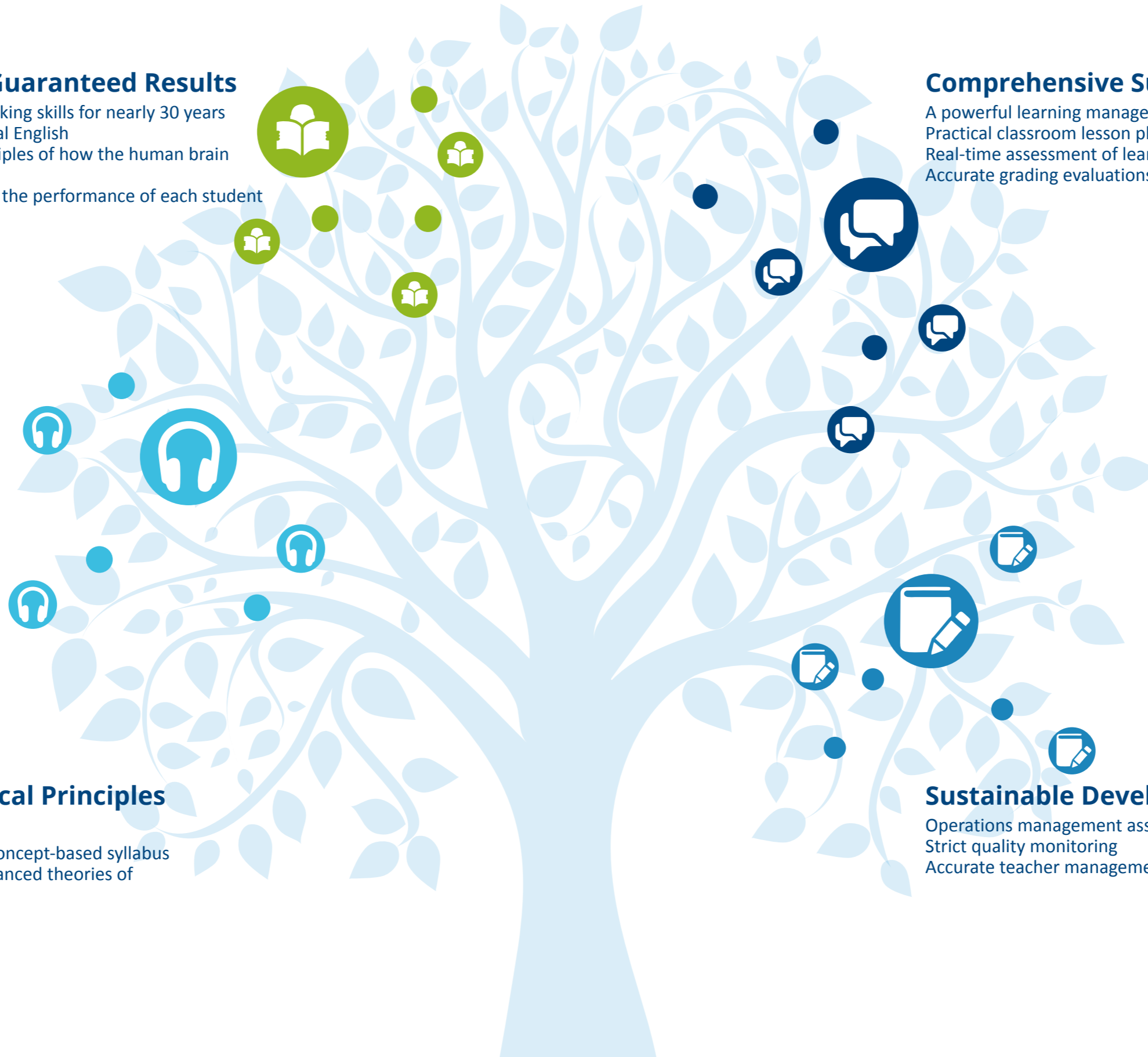
A powerful learning management system
Practical classroom lesson plans teaching content
Real-time assessment of learning outcomes
Accurate grading evaluations

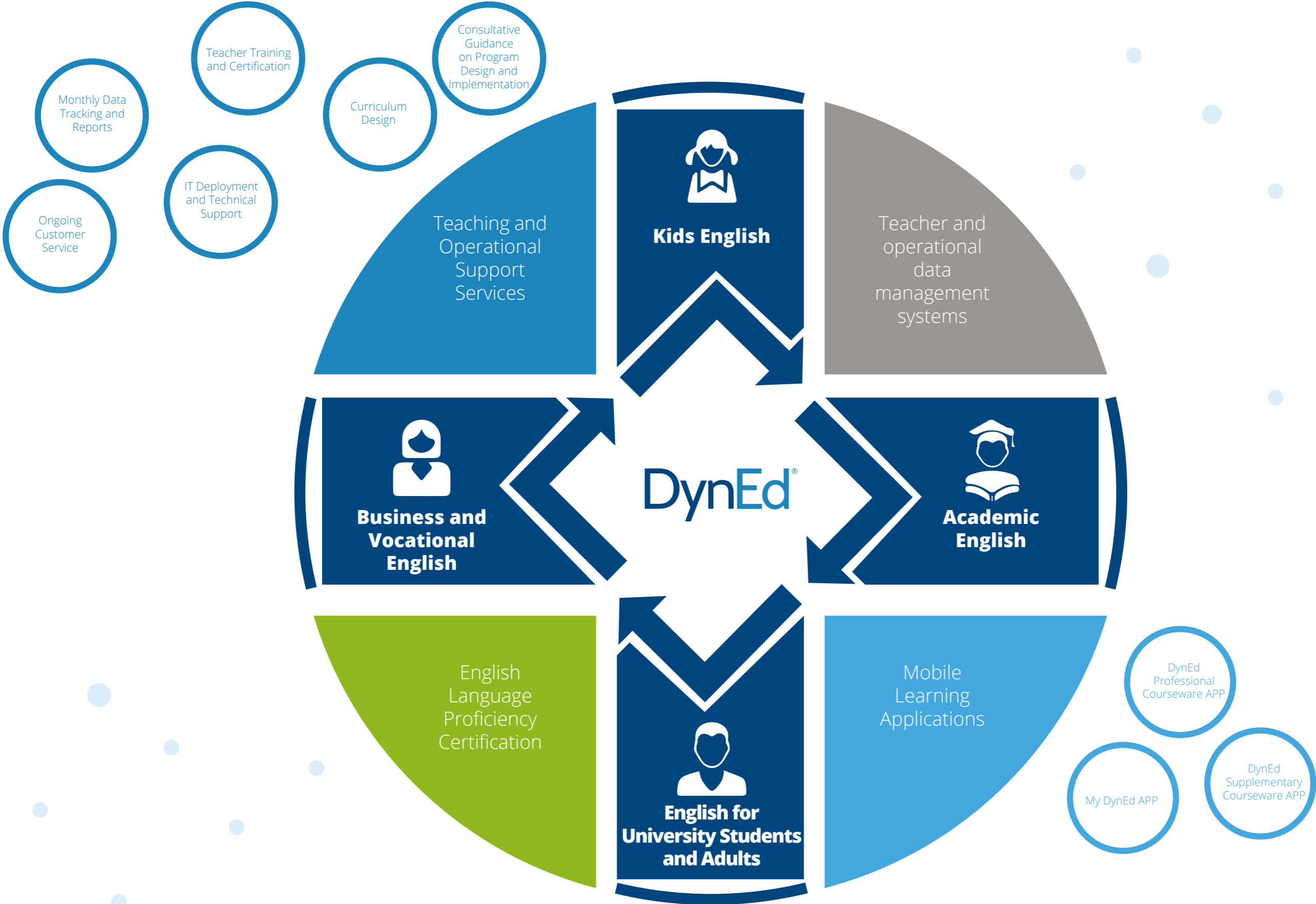
DynEd's Core Pedagogical Principles

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

Sustainable Development of Operations

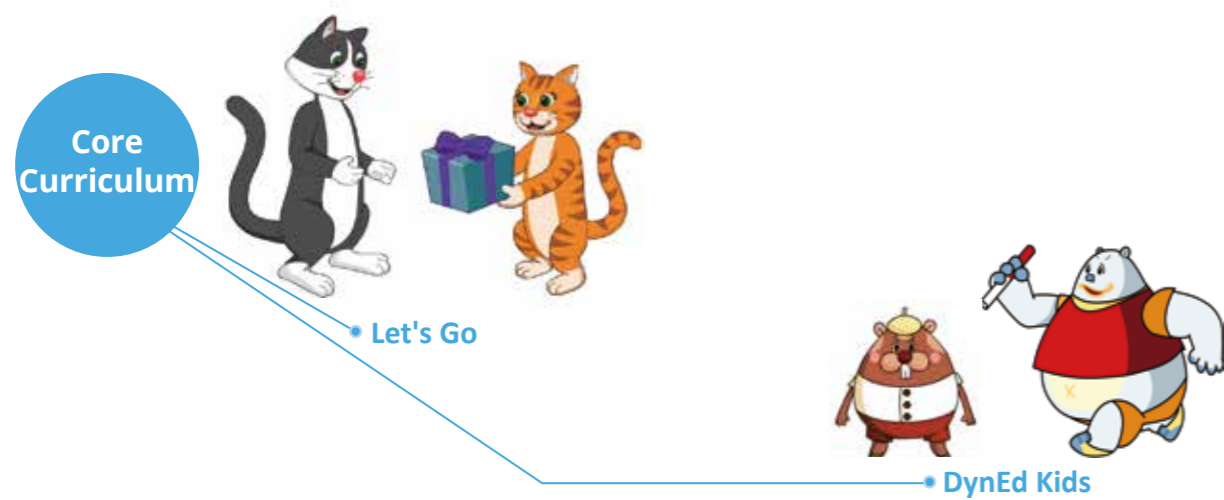
Operations management assistance
Strict quality monitoring
Accurate teacher management



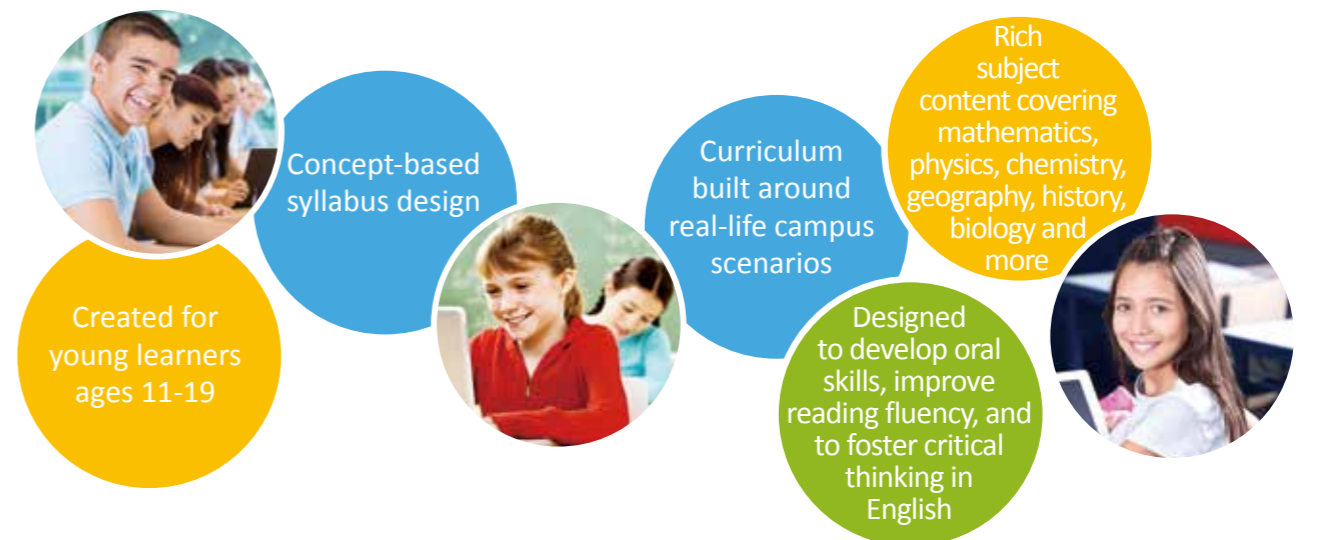
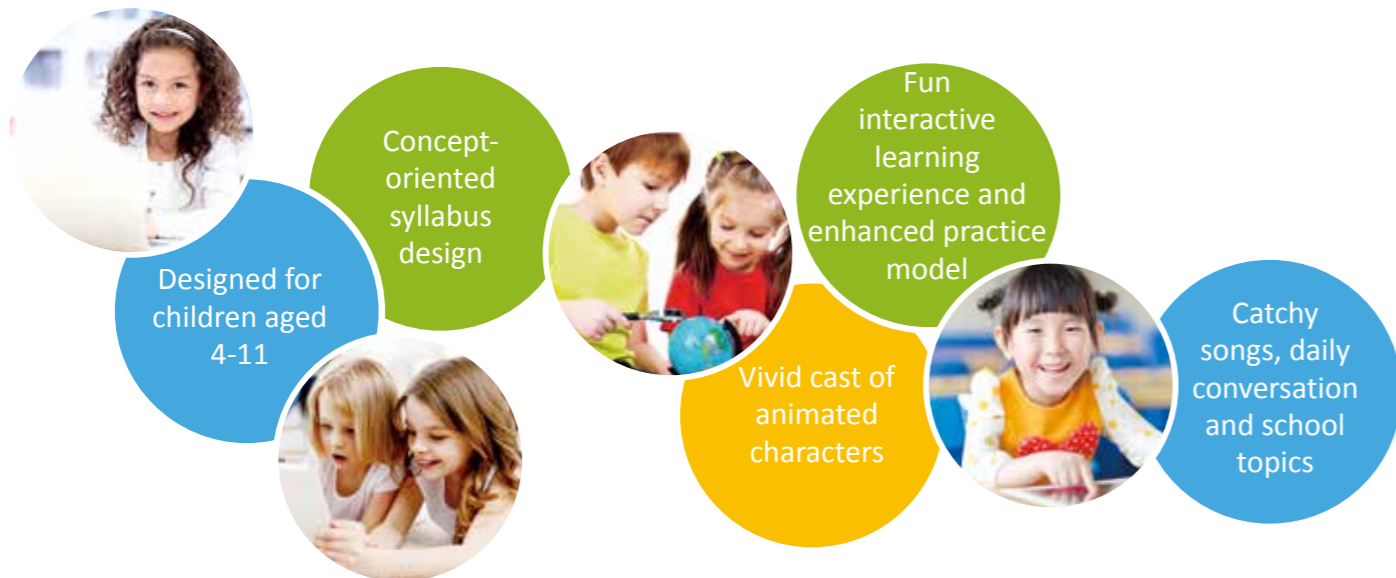
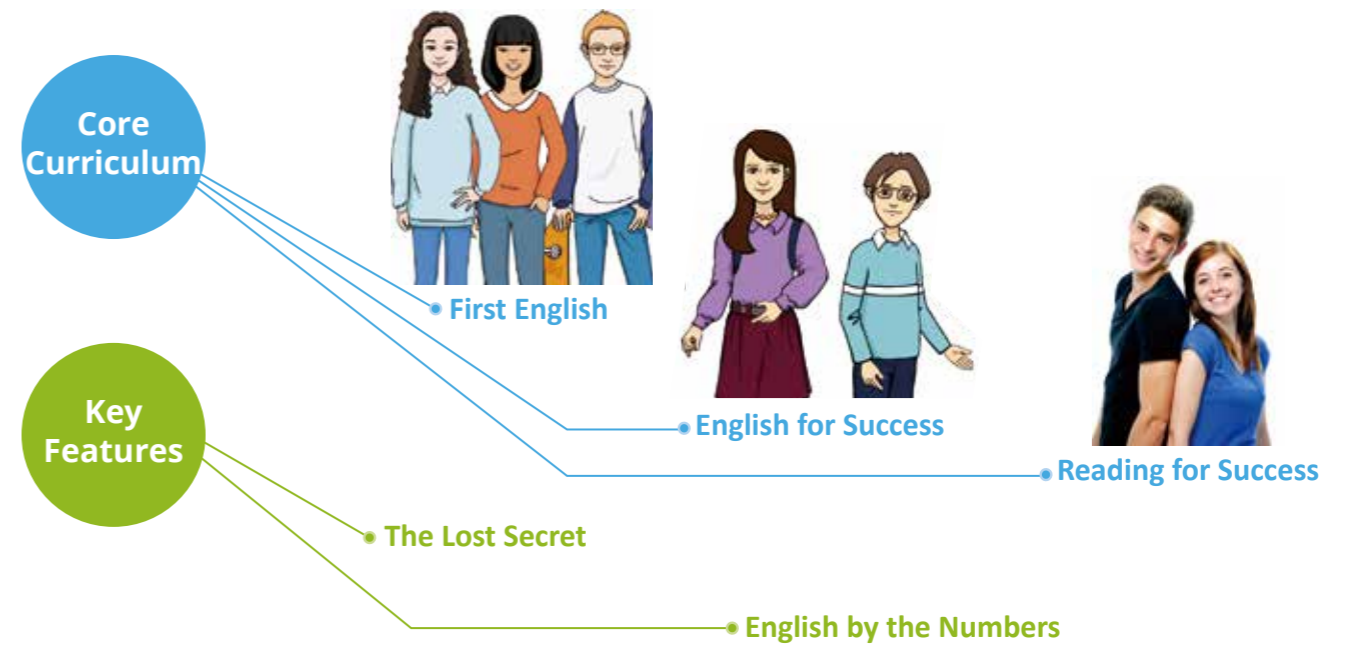




Helping kids love and learn English in a natural and fun way!



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

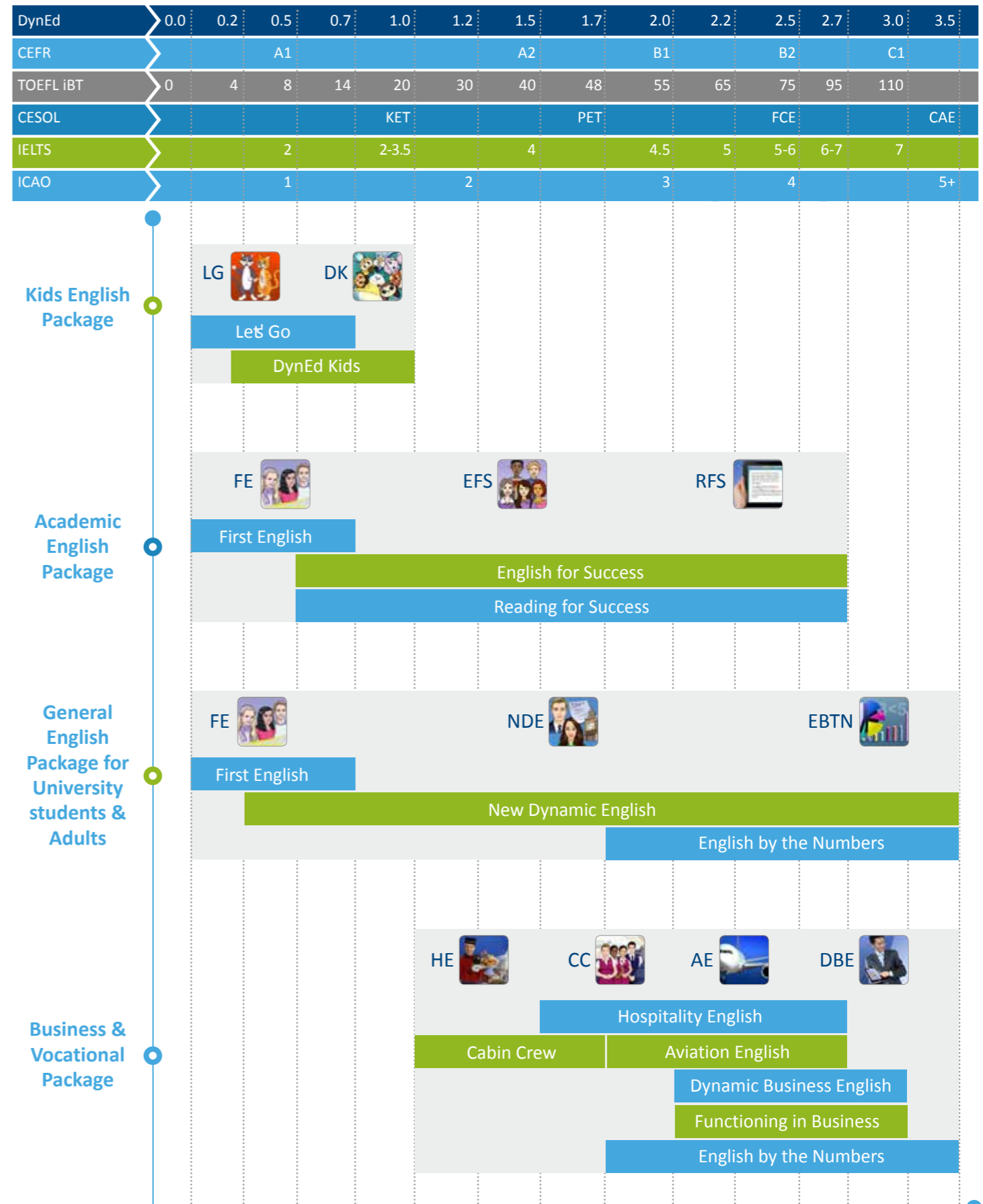
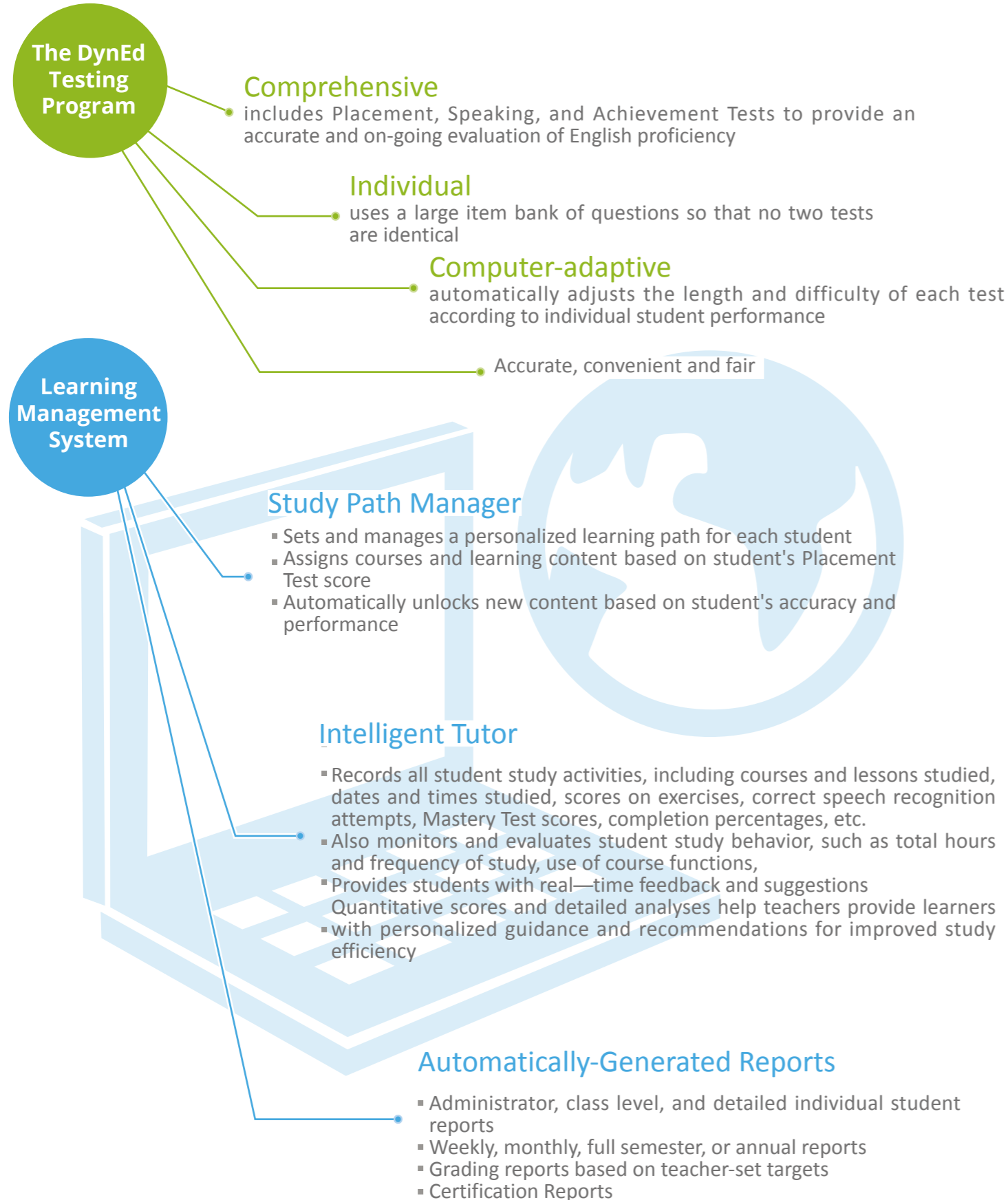
Business and Vocational English Package



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

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







MyDynEd App

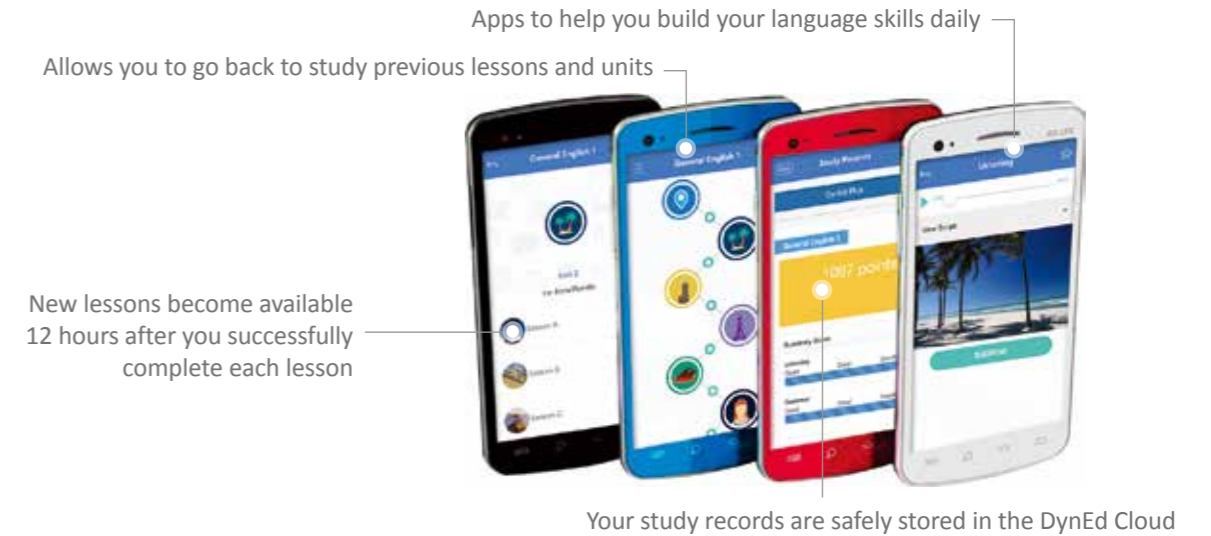
Download our Productivity App for free and take advantage of all the benefits our mobile solutions have to offer.



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.



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.



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!





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. There were approximately 8.5 million students in these five grades in 22,000 schools around the country, and DynEd was expected to reach about 5 million who have access to computers in school at this time. Home study for additional practice was also available as an option for students with access to computers at home. Courseware covered under the agreement included DynEd's courses targeted at this age group, First English and English for Success. The agreement was signed at the Ministry offices in Ankara with much fanfare by the Minister of Education, Dr. Hueseyin Celik, and DynEd's local channel partner, Mehmet M. Bayraktaroglu, Chairman of FuturePrints, of Istanbul. The Chairman of the National Board of Education also participated in the festivities. The agreement covered installation and teacher training to allow the launch of the DynEd courseware with the start of the new academic year in September 2007. The project continued to expand over the next three years toward its goal of reaching as many of the students in these five grades as have access to computers.

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) | |

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."

Over **45** international awards and honours





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DynEd China Website: www.dyned.com.cn

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