



Technology-assisted solutions for today's
English language learners

A Brain-based Approach

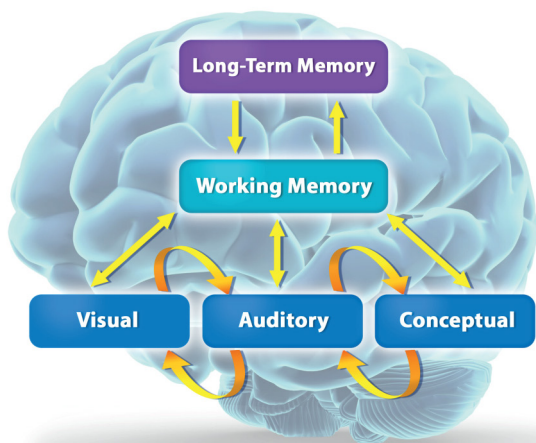
DynEd's award-winning programs are based on:

- Extensive classroom experience
- The latest research into how people learn
- Accumulated data and analysis over 30 years

There are significant differences between traditional, text-based approaches and the listening-based, iconic approach that is at the heart of DynEd's Recursive Hierarchical Recognition (RHR) design. DynEd's solutions have proven themselves in quality programs around the world and are on the leading edge of a transformation in language education.

Recursive Hierarchical Recognition

Developed by DynEd's founder, Lance Knowles, this breakthrough language-learning approach resonates with how the human brain has evolved to search for, recognize, and employ language patterns. Learning proceeds in a recursive fashion, using the brain's hierarchical memory structure in ways that a linear design cannot.



Language is a Skill

Language learning, like learning to play a musical instrument, requires practice. Effective practice leads to language automaticity. DynEd provides and monitors that practice.



Blended Learning

DynEd's blended learning model combines classroom or tutorial instruction with individualized computer practice. Detailed Study Reports help teachers follow, direct, and personalize learner progress. Extension activities provide teachers with lesson plans and classroom activities.

Fully Interactive

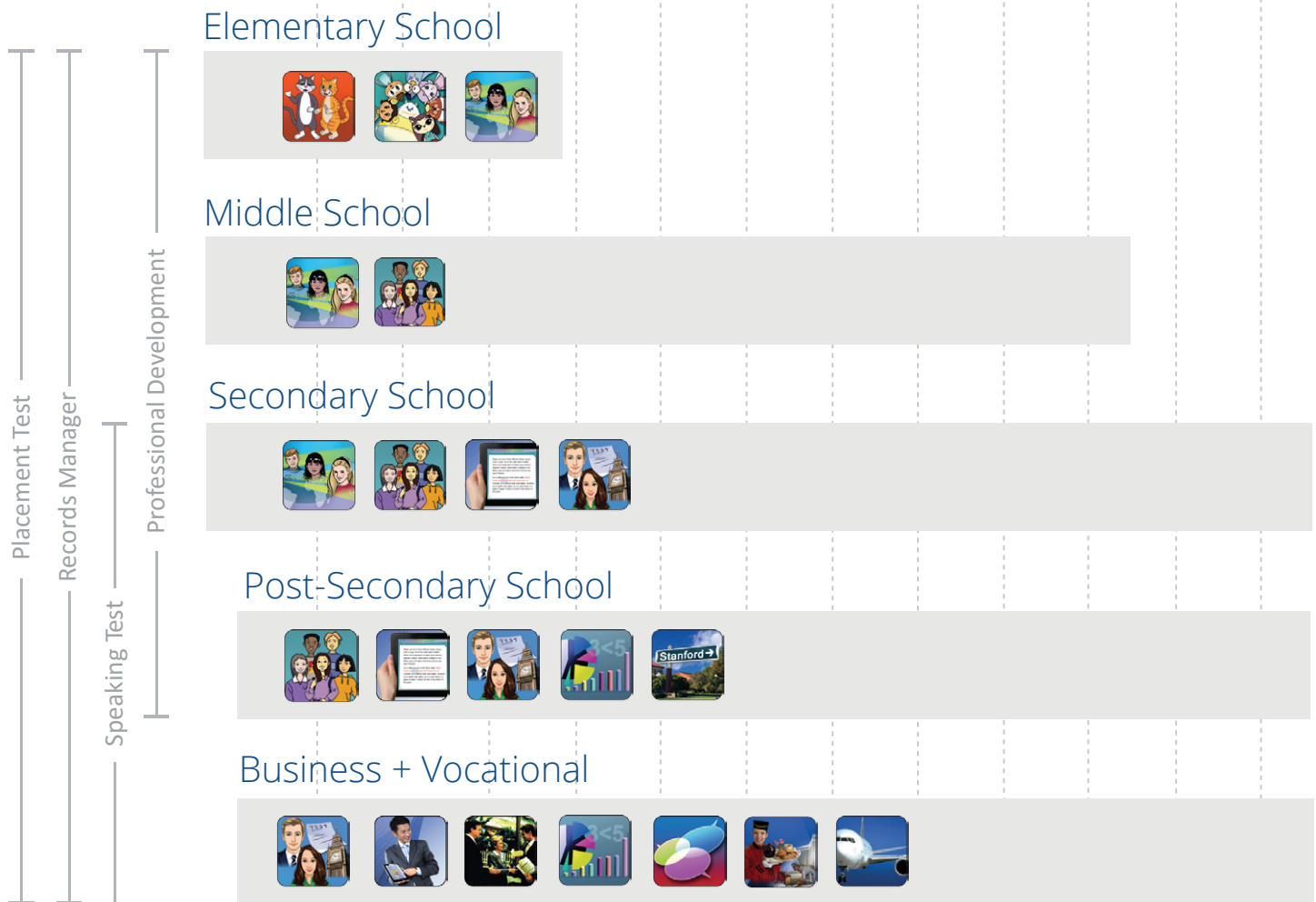
Unlike static course book pages, DynEd's courses engage students with dynamic activities that adjust to individual performance and preferences. Comprehension and practice tasks employ a variety of learning strategies, including voice recording and playback, speech recognition, and sentence construction exercises. An initial focus on aural/oral skills develops the fast language processing and pattern recognition skills necessary for oral fluency and more efficient reading and writing. Language content is carefully presented and sequenced, always supported by visual and contextual clues that convey meaning without the need for text or translation. Throughout the learning process, students systematically build upon what they already know, guided by DynEd's "intelligent" tutoring system.

Scope and Sequence

In DynEd's core courses, the presentation of language takes advantage of the human brain's hierarchical memory structure. No other language courseware provider has developed this unique approach to language sequencing. For more information, please read the white papers DynEd has published on its learning theory at: <http://www.dyned.com/DynEdTheory>.

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
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
DynEd CERTIFICATE	A1				A2			B1	B2			C1	



Lucía Colon
Assistant Director
Texas Christian University

“DynEd has given students in the IEP at TCU a chance to get ahead in English learning not only in our lab, but also from their own homes. Students who enjoy studying independently have done well with the many dynamic components. And, for those of us working to place learners in levels with precision, it’s been a convenient way to gauge the language ability of incoming students.”

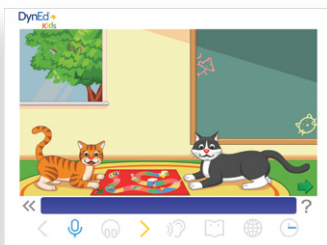
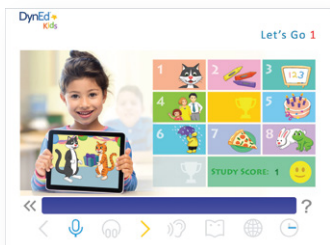


Let's Go

DynEd's most award-winning program, *Let's Go*, provides a wonderful introduction to English for 4-10 year olds. Sam and Ginger, two playful cats, prepare students to use English in the classroom and on the playground. They teach songs and rhymes, social routines, conversations, vocabulary, grammar, fluency, listening, the alphabet, and beginning reading through phonemic awareness and phonics.

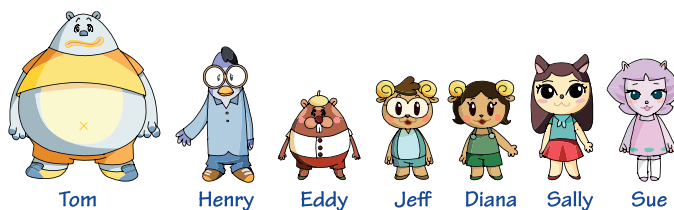
Features:

- Songs and music by Carolyn Graham
- 240 Lessons
- Vocabulary, Grammar, Phonics, Spelling, and Reading
- Practice Games
- 12 Mastery Tests
- Kids' Placement Test
- Teacher's Guide



DynEd Kids

Designed as a bridge between *Let's Go* and *English for Success*, *DynEd Kids* has won two major awards. *DynEd Kids'* charming cast of characters prepares 7-10 year olds for academic English. Using DynEd's advanced language sequencing and a wide variety of topics, dialogues, and interactive exercises, DynEd Kids builds proficiency in all 4 language skill areas to promote language mastery and fluency.



Features:

- 16 units – 64 lessons
- Variety of coordinated lessons, exercises, and games
- Content adjusts to student performance
- Skills sequence: Listening, Speaking, Reading, and Writing
- Teacher's Guide with classroom activities and worksheets
- Placement and Mastery Tests



First English

First English is an award-winning course that helps absolute beginners comprehend, practice, internalize, and build the basic framework of English. Its innovative use of visuals and comprehension exercises engage the learner in ways a text-based approach cannot. Its careful sequencing motivates students and empowers them to start using English.

Features:

- Scope and Sequence systematically aids “bootstrapping”
- Content adjusts to student performance
- Skills: Listening, Speaking, Reading and Writing
- Dialog, Vocabulary, Grammar, and Phonics Lessons
- Placement and Mastery Tests
- Teacher's Guide with classroom activities and worksheets
- Glossary and Help Screens

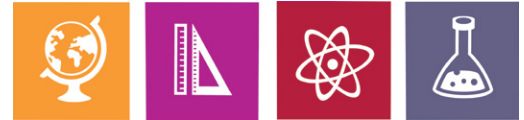


English for Success

This award-winning course, built around academic subjects and school life scenarios, is especially useful for students who need to use English in school — from middle school to university.

English for Success leverages what students already know about school subjects, like math, science, history and geography, to build key English vocabulary and language useful in an English-medium academic environment. It also teaches the language of classroom presentations, explanations, questions, homework, and tests. *English for Success's* engaging themes and blend of academic English and school life dialogs provide everything needed for students to progress to a high-intermediate language level.

Each Unit has 5 lesson types: Warm-up, School Life, School Subjects, Language Extension, and Speaking Up. Important vocabulary and grammar are introduced and recycled throughout.



Features:

- School subjects and school situations
- Scope & Sequence that systematically develops key language concepts
- Content adjusts to student performance
- Voice Record and Speech Recognition exercises
- Placement and Mastery Tests
- Teacher's Guide with classroom activities and worksheets



Reading for Success

DynEd's new reading course is designed to develop academic reading skills and vocabulary for ESL/EFL students ages 11+ who have already developed basic oral fluency skills. Fully aligned with the academic content of *English for Success*, *Reading for Success* challenges learners as they progress through the course. Reading and chunking skills are reinforced through audio, and speech recognition exercises help students develop their oral reading skills. *Reading for Success* engages and motivates learners through game-based lessons, including timed exercises that lead to rapid text decoding.



With practice, students will develop these key academic reading skills:

- Reading for main idea and important details
- Skimming and scanning
- Understanding vocabulary in context
- Recognizing grammar and language chunks
- Increasing reading fluency
- Rapid word recognition and decoding
- Using context clues to meaning
- Oral reading and pronunciation
- Using dictionary definitions

Features:

- 20 course units
- Teacher's Guide and worksheets
- Extension activities



New Dynamic English

New Dynamic English is a general English course for young adults and adults that develops the conceptual and structural language skills necessary for English fluency. It focuses on language that is immediately useful and prepares learners to continually incorporate new vocabulary and phrases into their language base. Recently updated, *New Dynamic English* follows a carefully-designed syllabus that helps students acquire English as a skill they can use with confidence in school and in their careers. The course provides more than 200 hours of study and practice.

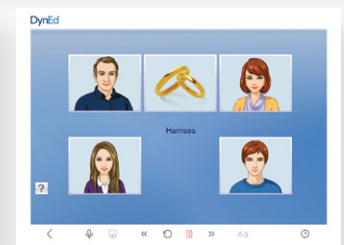
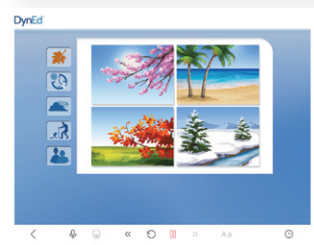
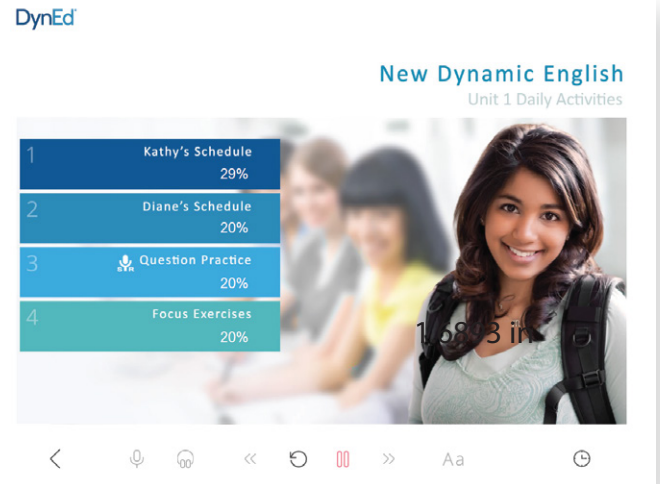
A rich variety of language exercises and activities, including plenty of speaking practice using DynEd's Speech Recognition activities, make using this award-winning course engaging, efficient and effective.

With daily practice, students develop:

- Pronunciation and oral fluency
- Listening and reading comprehension
- Sentence structure and effective sequencing of ideas
- Oral presentation and summarization skills
- The ability to express abstract ideas and relationships

Features:

- Teacher's Guide
- Classroom suggestions
- Extension activities and worksheets
- Placement and Mastery Tests



DynEd gets outstanding results by helping students:

- Cut overall learning time significantly
- Perform well on international standardized tests
- Succeed in schools and universities where English is the medium of instruction
- Meet the language requirements for jobs and school entrance exams

Jorge Neiman

Program Director

Universidad Tecnológica Nacional
Buenos Aires, Argentina

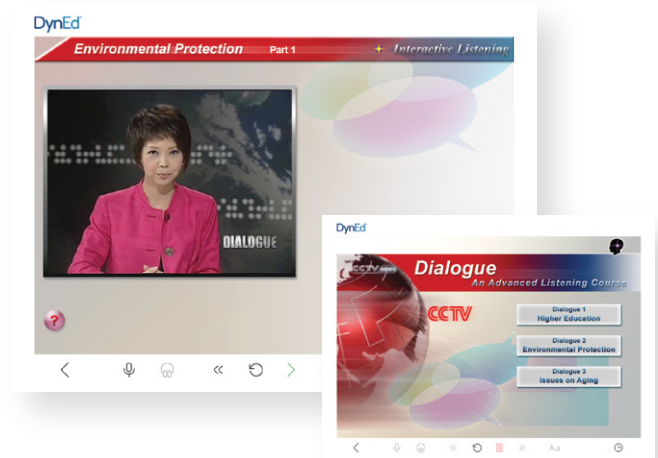
"The benefits obtained from the use of DynEd's products far outweigh the time and effort spent on training teachers and coaching learners to correctly use the programs. The success of our English learning program is largely due to our commitment to integrate technology with instructor-led courses, creating a powerful and efficient learning method."

Dialogue

Developed in collaboration with CCTV, **Dialogue** uses television interviews with international experts on topics of current interest as the basis for focused listening and vocabulary practice. This advanced, real-world content is suitable for higher-level learners preparing for university lectures, discussion groups, conference participation, or business discussions in English.

With practice, students develop:

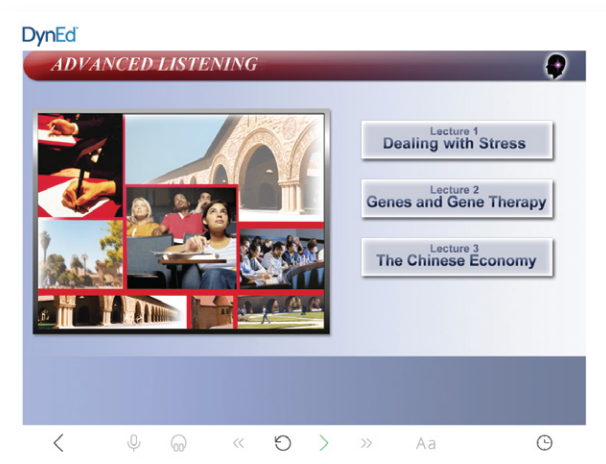
- Vocabulary and idioms
- Listening comprehension
- Sentence structure and effective sequencing of ideas
- Oral presentation and summarization skills
- The ability to express abstract ideas and relationships
- Cross-cultural awareness and perspectives



Advanced Listening

Advanced Listening is a strategy-based course for advanced learners. It specifically develops high-level listening and note-taking skills for those striving to succeed in academic and professional settings.

Video segments from actual Stanford University lectures by leading professors provide an authentic academic environment for the learner.



Benefits:

- Improves note-taking skills
- Helps students identify and uncover main ideas, idioms, and vocabulary
- Enhances listening strategies and grammar review
- Presents authentic native speaker models in Academic English
- Maximizes student performance in the classroom

Nine lecture topics, including:

- Genes and Gene Therapy
- The Chinese Economy
- The Geology of Volcanoes
- Principles of Child Psychiatry
- Women and Social Reform

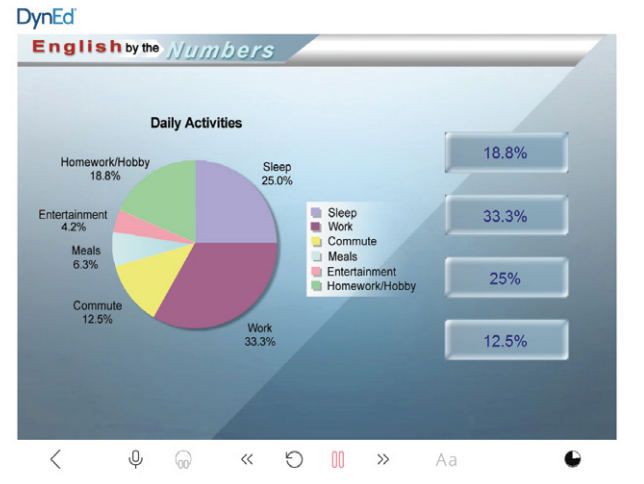


Dynamic Business English

Dynamic Business English is a 6-part course that develops the oral fluency skills necessary for presentations, interviews, meetings, and the accurate exchange of information. The focus is on major themes that are universal in business and professional life, including employee and company histories, job descriptions, areas of responsibility, product comparisons, decision-making, and forecasting.



English by the Numbers



English by the Numbers prepares learners to understand and deliver oral presentations involving numbers, graphs, and charts in a wide variety of subject areas. Students expand their vocabulary and learn to use, and ask questions about, numbers, numerical relationships and operations, probabilities, and the quantitative language of graphs and charts.

This course works well as a supplement to *New Dynamic English* and *Dynamic Business English*.

DynEd

Dynamic Business English

Unit 2 Company Description

1	Presentation 20%	Jean Nielsen
2	Question Practice 20%	Tom Jones
3	Focus Exercises 20%	Federal Motors
4	Dictations 20%	
5	Grammar Fill-Ins 20%	
6	Simulation 20%	

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Functioning in Business

Functioning in Business is a video-based business English course that prepares students to deal with a range of common business and cultural situations. In addition to listening and speaking skills, this course focuses on general business vocabulary and important language functions, such as requesting, refusing, suggesting, confirming, and clarifying.

DynEd

Functioning in Business

Introduction 100%	Episode 1 100%	Episode 2 100%	92
Episode 3 9%	Episode 4	Episode 5	
Episode 6	Episode 7	Episode 8	
Episode 9	Study Score: 2		

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Clear Speech Works

Speak English with greater clarity and confidence with *Clear Speech Works*. This award-winning program is based on proven instructional strategies and techniques developed by speech pathology professors at Boston's Northeastern University.

Clear Speech Works focuses on key phoneme contrasts and contains over 5,000 examples of words, sentences, and professional vocabulary to practice and record. Multimedia tutorials offer tips and advice on pronunciation, and facial close-ups show students how to make the correct sounds.



The Lost Secret

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The Lost Secret
Episodes 1&2

1	Presentation	100%	
2	Interactive Listening	100%	I can fly
3	Dialog Focus	12%	Inspector Marvin?
4	Dictation	0%	Can you speak with him?
5	Fill-Ins	0%	And what's your name?

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This video-based course from the BBC is built around an engaging mystery drama with a cast of well-known British actors. *The Lost Secret* includes exceptionally motivating listening and speaking tasks which emphasize speech recognition and voice recording. Role-playing lessons help students anticipate what comes next in a conversation, learn useful phrases, and improve their oral fluency.

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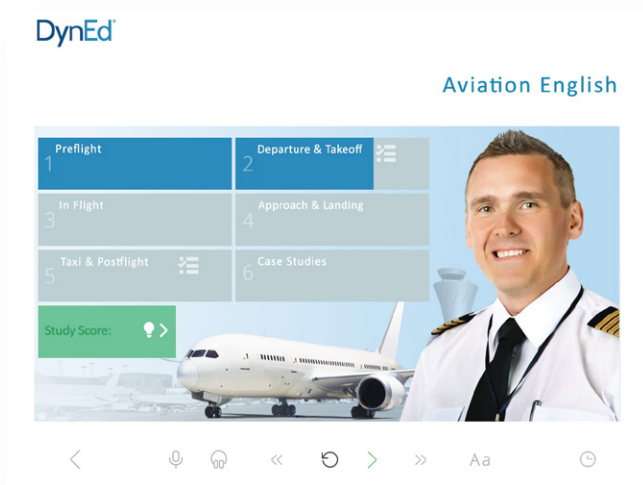
Test Mountain

Test Mountain is a test preparation course designed for students who already have a strong foundation in English and can be used in parallel with other DynEd courses. Students develop test-taking strategies while improving their listening, vocabulary, grammar, and reading comprehension skills at an advanced level.



Aviation English Solutions

DynEd's complete **Aviation English training solution** reduces the time needed by pilots, air traffic controllers, cabin crew, *ab-initio* trainees and other aviation personnel to improve their English level to ICAO and in-company standards, regardless of their native language. Expertly designed by Aviation and English language professionals, these courses develop language automaticity where your trainees need it most.



Features:

- Course content based on authentic aviation scenarios
- Listening and Speaking Exercises
- Speech Recognition & Voice Record Exercises
- Aviation-specific Vocabulary
- Videos and Case Studies
- Variety of Accents
- Testing tools to benchmark progress against ICAO and in-company English proficiency standards
- Customized training solutions with distance-based and classroom support options



Hospitality English

Hospitality English is an award-winning supplementary English course which focuses on communication concepts and vocabulary of importance in the hotel and tourism industries. It helps to prepare students for a range of positions, from receptionist to sales manager. This course assumes a pre-intermediate level of English and is designed to be used in parallel with other DynEd courses, such as *New Dynamic English* and *Functioning in Business*.

Features:

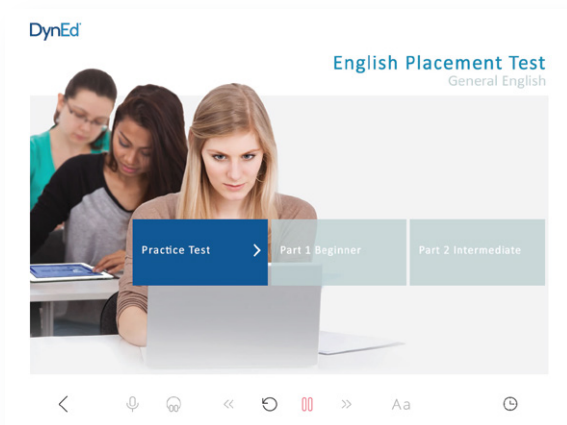
- 6 units, each with a different job focus
- Listening and Speaking Exercises for each unit
- Speech Recognition & Voice Record
- Vocabulary Exercises for Housekeeping unit
- Variety of Accents
- Glossary and Help Menus
- Placement and Mastery Test



DynEd Testing

Placement Tests

DynEd's General and Kids' *Placement Tests* are computer-adaptive, variable-length tests that place learners at the appropriate starting point within DynEd's courses. They provide a quick, reliable benchmark of student language levels and correlate well with other standardized tests.



Speaking Test

Using state-of-the-art speech recognition and sentence repetition tasks, *DynEd's Speaking Test* quickly and automatically measures student oral proficiency without the need for expensive native speaker raters.

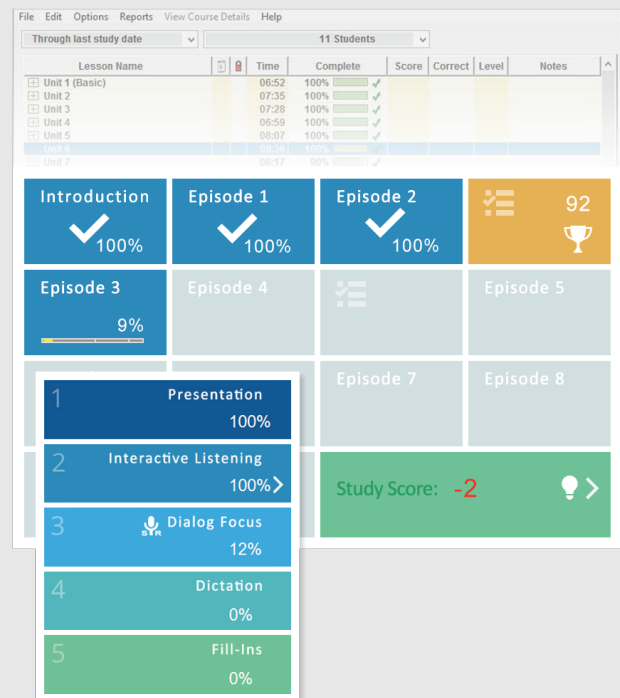
Mastery Tests

DynEd's *Mastery Tests*, interspersed at regular intervals throughout DynEd's courses, are achievement tests designed to confirm student mastery of course materials, and help teachers manage their students' progress to more advanced levels.



DynEd's Records Manager

DynEd's award-winning *Records Manager* tracks and controls the study activities of classes and individual students. The system evaluates how effectively students use their study time and provides full details of learner activities, including test and study scores, learning paths, and completion percentages. Feedback from the Intelligent Tutor influences how students study and is an industry first in improving student study quality and efficiency. In addition, detailed study records can be printed or copied into spreadsheets or databases for further analysis and research purposes.



DynEd Pro Student Certification

International English Certification

DynEd's certification program gives your students a unique advantage. Our Certificate skill levels are fully aligned to the Common European Framework of Language Reference (CEFR) criteria, as indicated by AWEMAP.* Because our assessment tools have been developed from extensive experience and feedback, students reaching DynEd certification levels can confidently master and exceed the skills set forth by international standards.

Smarter Studying

DynEd's certification levels work in parallel with DynEd's grading system. This encourages learners to study smarter, achieving greater gains towards language automaticity in half the time. These gains will become apparent not only in the English classroom, but also in the confidence your students display in academic subjects like math, science and history in English.

Measuring Skill Progress

Unlike most certification programs, the accuracy of our certificates is not based on a single test. DynEd Certification measures progress and performance across time, including listening and speaking skill development.



*Assessment test correlations from AWEMAP: the Worldwide English LET EFL ESL EALLEP ESOL Assessment Scales and Tests Mapping Project.



Mark Mankowski
Consultant
Formal ESL Instructor
Milwaukee Area Technical
College

"DynEd is an extremely effective fluency accelerator for our adult ESL students at Milwaukee Area Technical College. We use DynEd in a hybrid blend of face-to-face classes and technology-based skills practice; its brain-based approach to language acquisition helps students make rapid gains in proficiency levels. Students like the way DynEd reports their study effectiveness with the "Intelligent Tutor," individually adapts the level of difficulty of their practice activities with the "Shuffler," and evaluates their progress with frequent Mastery tests. Our faculty appreciates the way DynEd off-loads practice activities to the computer environment to free up face time for higher quality communicative activities."

DynEd Reports

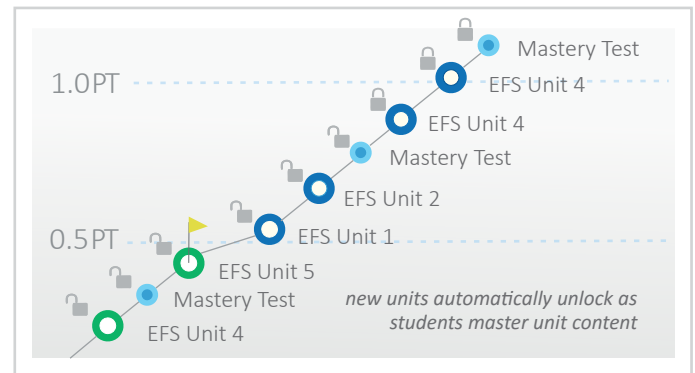
Grading Report

Student Name	Grade	MT Avg.	WSS Avg.	Completion	MT Avg.	WSS Avg.	FE/EF Complete	FE/EF Grade
ADRIANA MORALES	40%	90%	100%	20%	84	5.3	1.4	28%
ADRIANA MORALES	46%	89%	57%	33%	76	-0.3	1.7	33%
ADRIANA MORALES	54%	87%	38%	48%	74	-2.2	2.4	48%
CAROLINA ARANDA	59%	76%	65%	54%	65	0.5	2.7	54%
CAROLINA ARANDA	8%	0%	10%	10%	0	-5.0	0.5	10%
CONNOR ALVARADO	33%	91%	48%	15%	78	-1.2	0.8	15%
CONNOR ALVARADO	70%	80%	100%	63%	68	9.8	3.2	63%
CONNOR ALVARADO	1%	0%	0%	2%	0	-8.0	0.1	2%
DEBRA DE LA	51%	77%	48%	44%	66	-1.2	2.2	44%
DEBRA DE LA	97%	100%	78%	100%	92	1.6	5.6	100%
DEBRA DE LA	54%	100%	62%	41%	86	0.2	2.1	41%
DEBRA DE LA	37%	0%	75%	43%	0	1.5	2.2	43%
DEBRA DE LA	22%	0%	40%	27%	0	-2.0	1.4	27%
DEBRA DE LA	47%	100%	90%	26%	90	3.0	1.3	26%
DEBRA DE LA	59%	95%	69%	48%	81	0.9	2.4	48%
DEBRA DE LA	21%	65%	36%	7%	56	-2.4	0.4	7%
DEBRA DE LA	7%	0%	26%	7%	0	-3.4	0.4	7%
DEBRA DE LA	16%	0%	29%	19%	0	-3.1	1.0	19%

DynEd's Grading Report allows teachers to assign a class grade based on their choice of DynEd-related variables, and to establish realistic targets for measuring student performance. In the Records Manager, teachers first establish targets for a given time period -- a class year, for example -- and at any time they can access instant grading reports to check student progress. This allows teachers to produce a single grading report for every student at the click of a button. DynEd grades are calculated by the Records Manager and may be combined with other existing grading strategies.

Study Path Manager

The Study Path Manager automatically provides a study path for each student, based initially on their Placement Test, and subsequently on progress through the lessons, including Mastery Test results. It also provides feedback on the lessons that still need to be completed before the student can move on to higher levels.



Intelligent Tutor

This tool is an industry first in monitoring how effectively students study. Study Scores provide students and teachers with a means for directing, improving and grading study activities. This leads to better performance and a higher level of motivation.



Mobile Solutions for Smart Language Learning

Your students can accelerate their English language learning by studying with DynEd on their mobile devices.

DynEd® Pro brings the full suite of DynEd courseware to mobile devices, making studying with DynEd easier than ever before.

DynEd® Plus provides learners with mobile apps that complement DynEd Pro, offering additional practice to further develop their English skills.

DynEd's new Productivity line brings you **MyDynEd App** which graphically displays study records from Pro and Plus Apps and gives learners access to DynEd Media to improve their study effectiveness.

On-site Teacher Training

An integral element of the DynEd's success around the world is our commitment to provide both initial and on-going support for all DynEd teachers. For new programs, we provide on-site, face-to-face training to orient teachers and program administrators to DynEd's unique, neuroscience-based theories of language learning, and to assist them in how to optimize the use of DynEd's courseware and Records Manager. These workshops are task-based and involve extensive hands-on practice. Once teachers actually begin to use the courseware, DynEd's academic support teams stand ready at any time to provide additional guidance, clarification, and advice.



Teacher Training Course

Teaching English: A Brain-based Approach is a professional training course for teachers of English who wish to introduce technology into their classes. DynEd's approach to language learning is built around a cognitive, neuroscientific learning theory called Recursive Hierarchical Recognition, or RHR. The principles underlying this theory substantially differentiate DynEd courses from other technology-assisted language learning (TALL) programs which may or may not involve teachers or classroom support. Read more on our website at: <http://www.dyned.com/DynEdTheory>.

In addition to introducing the RHR learning theory, this award-winning course gives hands-on experience with:

- Computer-based lessons
- Lesson plans for in-class activities
- Developing language proficiency for English
- Additional language practice for teachers who need it

Professional Teacher Training

This course is also suitable for graduate teacher training programs that wish to better prepare teachers to use technology for language learning, and/or explore a groundbreaking, cognitive neuroscientific approach that is becoming more widely used.



Russian Federation teachers using DynEd's Teacher Training Course

Vera Semenova
Methodologist
Teacher Trainer Institute
Sakha Republic, Russian Federation

"Based on my experience as a teacher and teacher trainer, I believe the RHR learning theory is very useful for teachers... My only regret is that I didn't know about this theory many years ago. I recommend it highly as a real advantage in language teaching."

About DynEd

DynEd provides educational institutions and training organizations with the learning materials and support needed to offer the highest quality, cost-effective English-language learning solutions for students of any age or level of proficiency.

The instructional design pioneered by DynEd's founder, Lance Knowles, is a significant advance over traditional textbook-based instruction, particularly at lower proficiency levels. DynEd's multi-modal, iconic approach is in line with the findings of neuroscientific research and is supported by extensive, real-world experience.

DynEd specializes in academic and business English. Our language models and varied practice activities keep students engaged at an optimum level with interesting topics, careful sequencing, and multi-skill activities. Coordinated classroom activities and appropriate use of technologies, such as Speech

Recognition, foster learning and make it rewarding and enjoyable. Progress is visible and measurable.

Our Mission

Optimize measurable English learning results by blending today's technology with the classroom of tomorrow.



Internationally Recognized



Over 45 national and international awards and honors, including:

Technology and Learning: Award of Excellence, Multiple Winner

EDDIE Awards: Best Software: Early Elementary ESL, Junior High School and High School

Approved by Ministries of Education: China, Turkey, Malaysia, and others

ASTD E-learning Institute: Certified



the smart way to English

DynEd[®]

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