



## Bringing mobile fun—and learning—to the classroom

### Britannica iOS apps are a hit with students and teachers

**CHICAGO, June 22, 2011** – At a time when kids are putting mobile devices at the center of their social lives, Britannica Digital Learning is extending that to education, bringing the company’s highly acclaimed apps to schools through a discount program from Apple.

Schools today are using the Apple iPad and other iOS devices in growing numbers, and the [Britannica Kids app series](#) gives them a range of high-quality curriculum-correlated titles for those devices in science, social studies, history and geography. In addition to reliable, fact-packed articles, Britannica apps include videos, pictures, games, puzzles and quizzes that make learning fun. iPhone Life Magazine said of the Ancient Rome app, “Teachers and homeschooling parents can use it for review, as the basis for a unit study or to enrich lesson plans. In fact, anyone who likes to learn about ancient cultures will have fun with this app. Definitely 5 Stars!”

Under Apple’s [App Store Volume Purchase Program](#), educational institutions can take advantage of special pricing for purchases of 20 apps or more. Britannica is helping its school customers make the most of the program, and educators are pleased both with the pricing and the products they get.

“The apps offer fantastic content in a kid-friendly and educational way,” said Michele Torres, a fourth- and fifth-grade teacher at Zuni Elementary Magnet School in Albuquerque, N.M. “We can research and read about a topic, take a quiz on that topic, then play a game related to that topic. It is amazing.”

“I love Encyclopaedia Britannica Volcanoes,” said Andrew, one of Torres’ students. “I think the facts are so cool. I am using this app to help me research about the different types of volcanoes.”

“Educators are demanding mobile apps,” said Michael Ross, senior vice president at Encyclopaedia Britannica, Inc. and general manager of Britannica Digital Learning. “Teachers understand that kids are using mobile devices all the time and that they offer a great way to engage students. We understand that to meet educators’ needs it’s important for us to provide interactive learning experiences through mobile applications.”

More information about Britannica’s mobile apps is available at [info.eb.com](http://info.eb.com).

### About Britannica Digital Learning

Britannica Digital Learning (BDL) provides reliable, high-quality classroom products and solutions for educators. BDL experts produce curriculum-correlated products for all ages from

preschool to college that make creative use of classroom technologies—such as interactive whiteboards and student-response devices—making it easier for teachers to teach and for students to learn. Products include Britannica SmartMath, Pathways: Science, Britannica Online School Edition and Image Quest. BDL is a division of Encyclopaedia Britannica, Inc., located in Chicago.

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