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ZOOSPELLING APPLICATION FOR APPLE IPHONE AND IPOD TOUCH HELPS
EARLY LEARNERS DEVELOP A STRONG FOUNDATION FOR LITERACY

Mom and Technology Professional Fills Need for Teaching Preschool
and Kindergarten-aged Learners to Spell in a Fun, Interactive Way

DUNEDIN, Florida, Oct. 15, 2009 – Auman Software, a design and development consultancy focusing on early childhood learning and educational entertainment technology applications, today announced that their latest educational application for Apple® iPhone™ and iPod touch™, zooSpelling, is among the Top 25 free education applications available for download at Apple.com. Designed to support early literacy achievement, zooSpelling is an interactive game that teaches preschool- and kindergarten-aged children how to read, spell, and pronounce more than 130 high-frequency sight words.

zooSpelling's hands-on, friendly format offers young learners a fun method for learning to spell. The application has 18 different zoo animals that correspond to the 18 levels of spelling difficulty. Users select the level they want to work on and are challenged to collect and color as many animals as they can by correctly spelling up to 10 new words. When users successfully complete a level, they are rewarded with the chance to color the zoo animal with a paint brush and canvas.

Early Literacy Development

As zooSpelling users interact with the animals and words, they are building important, early literacy and word recognition skills including:

- Identifying and pronouncing letters in the alphabet using phonics
- Reading and spelling more than 130 frequently-encountered words

Correctly pronouncing mono- and multi-syllabic words
Improving reading and spelling fluency of basic sight words
Improving listening skills as they listen to directions

These literacy and language skills are reflected in many state and national educational standards for early readers.

zooSpelling was created and designed by Karen Auman, a mother and information management professional. With three preschool- and kindergarten-aged children of her own, she quickly recognized the need for a unique and engaging method for teaching them how to recognize, spell, and pronounce new words. “I created zooSpelling because I wanted a device for spelling that could be kid-driven and content appropriate to their age levels and abilities,” explained Auman. “This application is interactive and stimulates their curiosity; it is practical, hands-on, and educational; plus there’s no more mismatched sets of flash cards all over the floor.” The zooSpelling application reinforces and supports what the children are learning about reading and spelling in their preschool and kindergarten classes and gives kids the opportunity to use technology in a meaningful way.

iPhone and iPod touch users can download the zooSpelling application at Apple’s appStore or from iTunes on your computer. Also available for download is Auman Software’s first iPhone application, kidClock. The application teaches young children how to tell time using a standard clock face and digital display, and helps them to understand their daily routines – such as eating breakfast, taking a nap, or brushing their teeth – in a fun and meaningful way.

About Auman Software

Auman Software, LLC is a unique design, development and strategic consulting outfit. We build iPhone™ apps that are trendy and use cutting-edge technology. Under the prekApps banner, we specialize in early childhood learning and educational entertainment. Additional information about Auman Software, zooSpelling, and kidClock, can be obtained by calling 727-688-1631, or via the Internet at www.prekApps.com.