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Passed with Flying Colours

Youngsters these days are never far from some mobile device or other, but how do you prise them away from their iPods or phones for long enough to revise for their GCSEs? The answer is: you don't. Taking the idea that if you can't beat them, join them, GCSEPod represents a revolution in the way students can learn and revise for their GCSEs. This brand new product offers bite-size learning and revision Topics and Titles, which can be downloaded from the Internet to either your computer, iPod, or mobile phone, enabling education anywhere.

The site covers subjects such as English, RS, History and Geography, meaning that working for those all important GCSE exams has never been easier. And there's more to come: English Literature (due April 2009), Science (due March 2009), Maths (due April 2009) and French (due September 2009). Each title contains between 20 and 50 minutes of audio for a specific area of the curriculum. Currently, there is in excess of 60 hours of GCSE learning and revision audio available for download. In fact, at the time of writing, there were over 100 titles for download, but this is growing exponentially, with around 10 to 15 titles being added each week!

Written by teachers and narrated by professional voice-over artists, GCSEPod topics and titles are assured for accuracy, validity and cross exam board relevance of the subjects covered. Additionally, all audio content is supported by music, icon art, conveying information about 'Key Phrases' 'Characters' 'Dates' 'People' 'Quotes' 'Key words' 'Facts' 'Case studies' and 'Web links' to support the audio, detailed images and pictures are shown in many titles. The idea behind GCSEPod is to create as tangible and accessible a learning experience as is possible, all on a portable device, easily downloaded to your PC and synchronised with iPod.

But is it effective? Keisha, an 18 year old, certainly thinks so. "Why wasn't there something like this 2 years ago!" she exclaims. "What makes GCSEPod good is that you can revise anytime and anywhere, on the bus going to and from school, in the car or just chilling out in your bedroom."

Well, you'd expect kids to say that, wouldn't you? But the view is shared by parents too. Julia says, "As my daughter is glued to her iPod this is a fantastic way to help her revise in small but consistent sessions."

All titles show a short video of how the content will look when played on your iPod, so you can see what you are going to get before you press the 'BUY' button.

This brand new concept of structured education podcasts or audio books from GCSEPod extends beyond the offerings of any other currently available GCSE learning and revision content, with up to 100 times more audio content for any of the subjects GCSEPod offers.

Priced from as little as £1.95 per title, with discounts for complete topics purchased, each module also comes with teacher recommended web links for further study. As an example, the book *Of Mice and Men*, written by John Steinbeck, is one of our top sellers and costs only £10.95. For this price the student gets 5 titles, made up of 24 five minute chapters with a total playing time of 120 minutes. It is also important to note that GCSEPod topics and titles can be enjoyed by high-flying individuals as much as by students of average ability, with content to challenge all levels of aptitude.

Anthony Coxon, Director, Soundbitelearning UK Ltd, says, "GCSEPod aims to provide students with an easy, straightforward and entertaining alternative to wading through endless revision and school books, exam topics and revision guides. What's more, it's also a great excuse for students to put an iPod on their birthday wish list!"