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## **Practise the Driving Theory Test on your mobile**

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**No matter whether you are travelling on a bus, having a coffee in a café, or waiting for a friend in the street, you can learn and practise for your driving theory test using your mobile phone or handheld devices anytime, anywhere.**

Tribal CTAD has teamed up with BSM, the UK's leading driving school, to develop a new way for learner drivers to prepare for the theory test.

Learner drivers download interactive practice test modules onto their mobile phones, enabling an anytime-anywhere approach to learning driving theory.

As Geoff Stead, director of technology innovation at Tribal CTAD, points out "Having the driving theory test on your phone means that it is always accessible to you, so whenever you have a spare moment, you can build up your knowledge in bite-sized chunks, test yourself and make absolutely sure you know all the answers before you take the test. The modules are very engaging and stimulating, and you do them in complete privacy."

Each module contains about 90 questions and 25 images. There are ten modules, covering all official driving theory test questions. Every module has both a 'practice' and 'mock test' mode. The 'practice' mode provides users with feedback to each incorrect answer, while the 'mock test' mode enables the learner to simulate the official test.

Commenting on the Theory Mobile launch, Richard Paull, product development manager at BSM, said: "BSM recognises that the needs and lifestyles of learner drivers are constantly changing and the Theory Mobile product responds to the growing popularity of downloads.

"Learners often fail their theory test due to lack of preparation and many learners struggle to find a convenient and reliable revision method. Working with Tribal CTAD, BSM has been able to develop the Theory Mobile product and offer learner drivers a convenient, accessible and technologically advanced method of revision."

A free trial module containing 50 questions is available for download to allow users to test it on their mobile devices. The full version contains ten modules, each of which can be downloaded for £1.50. That means that users can practise the complete set of 926 driving theory test questions for just £15.

A dedicated BSM premium phone number is assigned to facilitate easy download. For the free trial download, simply text 'BSM free' to 80806. To download the individual modules, text 'BSM more' to the same number. You can also download all the modules from [www.bsm.co.uk/mobiletheory](http://www.bsm.co.uk/mobiletheory).

For further information, please visit [www.bsm.co.uk](http://www.bsm.co.uk).

## **About Tribal CTAD**

Tribal CTAD, a member of Tribal Group Plc, has over 25 years of experience of developing products and services to support learning, from strategy to delivery. They have an international reputation for their work in both conventional and new media, through a unique combination of pedagogical and technological expertise. They are market leaders in the development of m-learning solutions.

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