

M-learning suite – at a glance

M-learning software can enhance your teaching and learning. We now offer the full suite of m-learning resources, developed during a three-year research project, in this competitively priced 'bundle':

- *Get Mobile* – the software that gets you started
- *SMS quiz author*
- *mediaBoard*
- *MyLearning author for Pocket PC.*



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The Get Mobile CD

Gets you started with mobile learning. Kick-start your professional development with this essential guide to what works and what doesn't.

CD includes:

- vital case studies, fact sheets, useful links, help and advice for those embarking on m-learning for the first time
- a wealth of useful information for the more experienced practitioner
- overview summaries and professional development information from industry experts
- feedback and lessons learnt from several large m-learning trials
- sample mobile learning materials to use with a variety of different mobile devices, covering word and number skills from beginner to advanced level.

SMS quiz author

Engage and excite your learners with SMS quizzes! Tailor your quizzes to ensure that the subject matter is totally relevant. Learners answer the questions using their own mobile phones.

Annual fee includes:

- web-based access to templates where you make your own SMS quizzes and tailor the feedback to your students
- an online administration tool, enabling you to monitor learner engagement and prepare management reports
- detailed printable user guides
- no charge for incoming SMS messages; your first 400 outgoing messages free.*

mediaBoard

Host your own mobile learning events where learners can contribute by a variety of means, including e-mail, mobile phone, audio clips, video and blogging. We offer different levels of access (secure, private or public sites), so your learners can work either independently or collaboratively to achieve the learning outcomes you define.

Annual licence includes:

- initial setup support
- a detailed user guide with printable support documents
- technical support through online tutorials, FAQ pages and telephone support if required
- no charge for incoming messages received; your first 400 outgoing SMS messages free*
- hosting of your mediaBoards in a private secure area on the Tribal CTAD server.

* *Credit top-up*: if you need to top up your account to send more text messages, £100 plus VAT will add 1000 more credits.

MyLearning author for PocketPC

The richest mobile learning happens when a handheld device such as a PocketPC is used. The *MyLearning author for PocketPC* helps you to create such learning material for your students using your desktop PC.

Multiuser licence includes:

- four interactivity types – snap games/matching activities, pairs games, multiple-choice quizzes and information pages
- installation builders, to give a professional finish to your learning materials
- samples of materials to help you get started
- free upgrades for the first six months, followed by special offers on new developments
- unlimited rights to distribute all the material you create
- a detailed user guide
- technical support through online tutorials, FAQ pages and up to three hours' telephone support if required.

Enterprise Licence

Should you wish to sell the content you produce, please talk to us about the *MyLearning author for PocketPC* enterprise licence. Please note Tribal CTAD does not accept any responsibility or liability for any material that is produced and/or distributed using the m-learning authoring tools.

Professional development training

Our online tutorials will get you started and we provide excellent technical support. However, you may feel that face-to-face training is the best way to get the maximum value from your investment in m-learning. Training for a group of up to twelve people costs **£750 for a full day** or **£500 for a half day** plus VAT and expenses. Training will be at your premises.

One size may not fit all!

If your budget will not stretch to the full suite, or if you would like a three-month trial, see overleaf for our **one-off m-learning mini starter kit offer**.

If your organisation is large and needs an **m-learning multi-site starter kit**, please contact us to work out the best arrangement for your needs.

M-learning Suite: your investment

The annual fee for a licence for up to 50 tutors and 1000 students to use all the above **four resources is £2,500** for the first year plus VAT and P&P. Three months' free technical support is included. The annual renewal fee is £1750 plus VAT. Each of the four m-learning resources is also available separately. Please enquire for the licence size you need for your organisation.

M-learning mini starter kit – just £250 plus VAT

This one-off three-month trial offers enormous value. £250 plus VAT and P&P gives you full access to all the resources listed above for a limited period and for a limited number of people.

See the table below to help decide which package is best for you:

	<i>No. of tutors/ authors</i>	<i>No. of learners</i>	<i>Length of licence</i>	<i>No. of free outgoing SMS messages</i>	<i>Free technical support</i>
m-learning suite £2500 + VAT	50	1000	Annual	400 each for SMS quizzes and the mediaBoard	3 months
m-learning mini starter kit £250 + VAT	2	50	three months one-off	75 each for SMS quizzes and the mediaBoard	1 month

How to order

To place your order, simply fax or e-mail your requirements, along with your purchase order number, to the sales office. Fax (01223) 470481, e-mail ctadsales.education@tribalgroup.co.uk, or phone (01223) 470480 if you require further information.