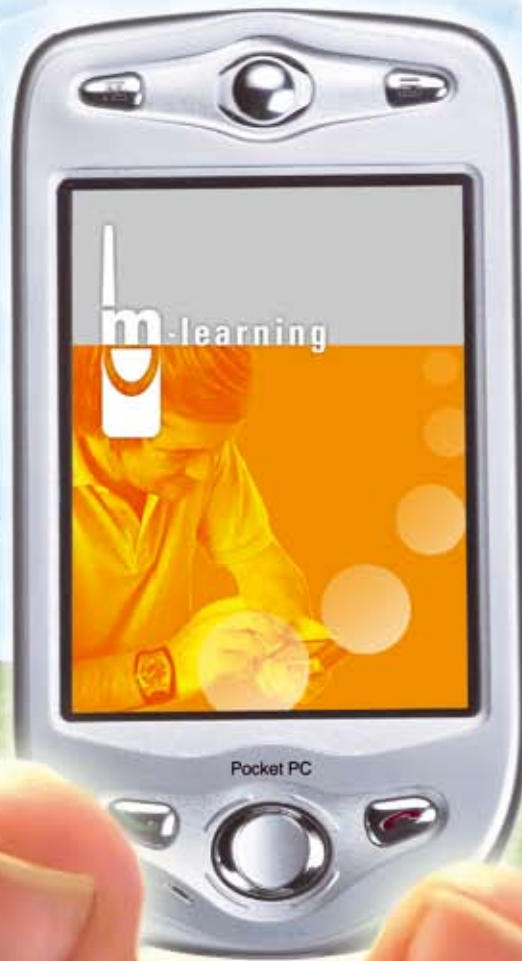




Take
hold
of



your
learning

SMS quizzes

Create engaging information sheets with a quiz on the back. Learners send a simple text message with the answer and get an instant reply. Ideal for awareness-raising and skills checks.

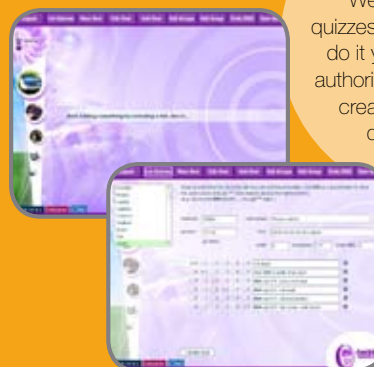


See page 4.

SMS quiz author

Do it yourself!

We can make SMS quizzes for you, but why not do it yourself? Our online authoring tool allows you to create your own SMS quiz in minutes!



See page 4.



MyLearning author for Pocket PC

Create your own m-learning resources! This PC-based tool gives you everything you need to make multiple-choice quizzes, matching exercises and snap games to download on to PDAs. Suitable for any level of learning material.

Manage your m-learners' records on your PC with the hosted management tool.

See page 5.

Pocket PC learning resources

Ready-made quizzes and games for your PocketPC. Excellent for engagement, drill, practice and revision.



See page 6.

Java games



Quiz games that can be used to check skills on almost any mobile phone. Try a free taster of our driving theory course right now by texting 'BSM Tribal' to 80806.

See page 6.

MediaBoard

This collaborative learning web site is specifically designed for m-learning. Participants in learning events can transmit MMS and SMS messages as well as e-mails, audio and video objects. Learners can then work collaboratively on the site before publishing.

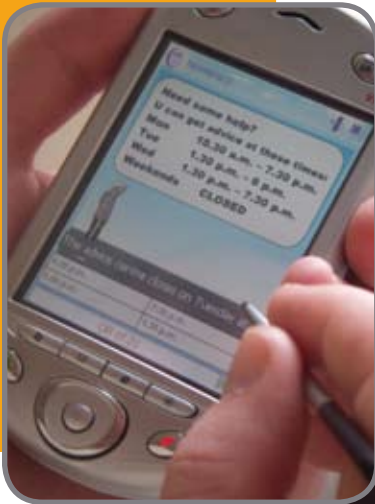
See page 5.

Host Your Own

The *mediaBoard* includes a web-based authoring tool that lets you create multiple, fun, interactive mobile blogging sites.



Take hold of your learning



M-learning is the exciting new strategy which uses mobile technologies to enhance the learning experience. Mobile phones, PDAs, Pocket PCs and the Internet can be blended to engage and motivate learners, anytime and anywhere!

CTAD, Tribal's educational software specialist, is a world leader in the design and implementation of m-learning technologies. With our help you can combine best pedagogic practice with our advanced software tools to make m-learning work for you.

'It's very helpful. When you use it without a teacher it tells you "this is an error"... you have to use your own brain to find the answer.'

Joyce Agyekum, Newham College

'It is really fun to use... it's like a game, but you do have to use your brain. I like the fact that it gives you instant responses. The noises it makes when you get something right or wrong make me laugh!'

Christiane Rene, learner working in the NHS trust

'At Pembrokeshire College we use m-learning in a European-funded project working with hard-to-reach learners. Engaging our learners is a real challenge, but we have found that entrusting them with a PDA is a big step in the right direction and allows us to keep in touch with them 24/7. We have found Tribal CTAD m-learning tools and learning resources to be very useful in engaging young people, and use the quiz engine so that they can quickly assess for themselves, in private, if they have numeracy or literacy needs.'

Geoff Elliot, Pembrokeshire College

'I loved the PDA. It was my favourite thing on the course!'

Learner, Buckinghamshire Adult Learning (TrEACL project)

SMS quiz author

Engage and excite your learners with SMS quizzes! The *SMS quiz author* is a web-based application which allows you to set up an automated response system for multiple-choice quizzes on the learner's mobile phone. Participants answer questions by text and receive instant feedback.

Why use SMS quizzes?

Almost everyone has a mobile phone!

A simple technology with a wide reach, the quiz engine is an immensely powerful tool for educators and trainers. The combination of paper-based questions and SMS replies demonstrably improves interactivity and buy-in.

It can also be very effective as a promotional tool. SMS quizzes are presented on eye-catching fliers which are easy to share and discuss, and can be distributed in pubs or clubs and at festivals. They're also ideal for more private subject matter, allowing people to engage with sensitive content.

The SMS approach works particularly well with young people, especially those who are less excited by traditional sources of education. Many organisations, too, have found technology ideal for supporting widely dispersed employees, especially for 'just-in-time' learning. When you need simple evidence that learning has taken place, SMS quizzes are invaluable.



SMS in use

SMS products are already in widespread use. One recent example developed by Tribal CTAD is *Healthy for Life*, a blended learning package that provides relevant and accessible information about health, diet and childcare to support pregnant teenagers.



MyLearning author for Pocket PC

PDAs are ideal for mobile learning. You can create quizzes and other activities using sound and Flash files as well as text.

MyLearning author for Pocket PC is a set of easy-to-use software tools that let you create vibrant learning activities for learners to run on their Pocket PCs. Our extensive collection of Pocket PC learning resources is also available for download (see page 6).



MyLearning for Pocket PC in use

- An ESF national m-learning project is engaging hundreds of employees from industries such as cleaning and transport in *Skills for Life* learning.
- The Foyer Federation identifies learners by developing screeners at Entry 3 and Level 1, focusing on literacy, language and numeracy.
- Cutting IT: a series of exciting textile-themed games developed for the GCSE syllabus, to complement a practical summer course run by FAD (Fashion Awareness Direct).

MediaBoard

Some of the most powerful examples of m-learning occur when learners are truly mobile and collaborate in a real-time event. With *mediaBoard* you can host such events with ease.

Learners contribute by a variety of means, including e-mail, mobile phone, audio clips, video and blogging. Different levels of access enable learners to work either on their own or collaboratively to achieve the training or learning objectives you require.

Why use mediaBoard?

Online *mediaBoard* projects are quick to set up and can be used to:

- make enquiries, conduct interviews or surveys
- work as a team to give and receive directions and instructions, or negotiate and agree on how to solve a problem
- use photographs and record speech or other audio
- add and edit text to create a multimedia web site.

The possibilities are unlimited and there are many benefits to learners or trainees.

MediaBoard in use

- Leeds Metropolitan University uses *mediaBoard* with two groups of students to disseminate course-work, post e-portfolios, and facilitate discussions with tutors.
- Twenty-one students and four teachers from Ashton School went to Kenya on a three-week expedition. The students kept a diary using *mediaBoard*, posting photos and news.





Pocket PC learning resources

You can now access our growing online library of ready-made content for use with Pocket PCs. The library includes generic screeners, themed exercises covering *Skills for Life*, and literacy and numeracy modules mapped to the adult core curricula. Topics include driving, travel, food, health and fitness, safety at work, parenthood and money.

Our extensive library of ready-made content is expanding all the time. See it at www.m-learning.org.



Java games

Java games work on any colour-screen, game-enabled mobile phone, so this technology allows you to reach huge numbers of learners. If you would like more information on how to use this technology effectively for learning purposes, please contact us. The conversion of the driving theory test questions, which we carried out for the British School of Motoring, is an excellent example of this.



M-learning: where does it add value?

These are just a few examples of how m-learning is being used in a variety of organisations across Britain.

- ✓ A practical solution to many learning and training challenges
- ✓ Ideal for widely dispersed learners
- ✓ Engages learners who have previously been excluded
- ✓ A valuable training application for many organisations

M-learning in schools

- Photos are taken of students taking part in a PE lesson for analysis of technique and performance improvement. Images can be displayed on screen for teacher and peer review.
- Perfect for nature study: schools are using PDAs to collect items for a 'virtual' nature table.

M-learning in companies

- A bus company uses it to distribute refresher courses to HGV drivers.
- BSM (British School of Motoring) uses it as a way to teach and revise the Highway Code.



Professional development training

Although our online tutorials will get you started, and our technical support is excellent, you may find that face-to-face training is the best way to get the maximum value from your investment in m-learning. Please refer to the price list for training rates.

Consultancy services/ customisation

Tribal CTAD provides consultancy and customisation services. We work with you to define and understand your needs, in order to create stimulating content that engages your learners.



M-learning in colleges

- A tutor working with ESOL learners set up a *mediaBoard* as part of the Maths4Life Pathfinder Project. Learners were briefed to take photos in their town which had interesting numeracy content. They sent their images to the board and used them for discussions with their tutor.
- M-learning has been used in supported employment in horticulture. The student uses a PDA to photograph plants and then records a message using the Latin name of the plant and a useful reminder about pruning instructions.
- Alex McLeod of the Portree Learning Centre, which works with disaffected learners on the Isle of Skye, has found that they are able to motivate their learners by tailoring text quizzes and Java games to their specific needs, goals and interests.

M-learning in the creative industries

The Last Mile project has produced a series of learning modules to help creative people develop business skills such as networking, self-promotion and negotiation. These are essential skills for finding and winning work, but are often lacking in the skill set of creative people. M-learning has been used successfully to supplement the e-learning modules by providing in-time SMS reminders and quizzes which creatives can access in their own time and place, thereby providing them with a further support mechanism if they need help in particular situations. See www.i-create.org.uk.





The Get Mobile CD

Ideal for professional development

The *Get Mobile* CD is an essential guide to getting you started with mobile learning. It kick-starts your professional development, showing you what works and what doesn't.

The CD provides:

- **case studies, fact sheets and advice** – six real-life case studies show how the technologies and pedagogy are used in practice; includes feedback and lessons learnt from several large m-learning trials, fact sheets, useful links, help and advice for those embarking on m-learning for the first time
- **overviews** – summaries and professional development information from industry experts
- **reference materials and links** – a wealth of useful information for the more experienced practitioner
- **free learning materials** – starter packs of mobile learning materials to use with a variety of different mobile devices, covering word and number skills from beginner to advanced level.

If you're considering the feasibility of m-learning, this CD helps you understand the options, approaches and technologies available. If you are ready to try a project yourself, it contains everything you need to get started.



System requirements

To run the CD:

- PC or laptop, Pentium® II or above (MMX recommended)
- 64 Mb RAM,
- Sound card
- CD drive (12 speed recommended)
- SVGA monitor 800 × 600 or above, 16 bit colour
- Headphones or speakers
- Keyboard and mouse
- Windows® 98 or higher and web browser (tested on Explorer, Firefox, Netscape).

To run m-learning materials:

Java quizzes run on most colour-screen, game-downloading mobile phones. Call our technical support team if you have specific queries. Pocket PC activities can be run in the mini-browser on your Pocket PC and should work on all Pocket PC handheld devices.