



FOR IMMEDIATE RELEASE

Next Hot Tool in Reading Achievement: the WhisperPhone®!

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NEW EDUCATIONAL TOOL

Learning to read is crucial; WhisperPhone® makes time spent reading more effective

March 1, 2004 (Minneapolis, MN) — The WhisperPhone® is a new educational tool designed to improve reading scores and meet the demands of No Child Left Behind. This hands-free, acoustical voice-feedback headset helps children hear phonemes, the sounds that compose words. Phonemic awareness is a key predictor of literacy success, according to the National Reading Panel.

Reading has a strong auditory foundation. That is why students learning to read “sound-it-out” and read aloud. A 2003 test conducted by two universities showed the signal-to-noise ratio increased 10-fold with the use of the WhisperPhone®. This means that students hear their own voices 10 times more clearly against background noise than they normally would.

WhisperPhones are proven to help students with reading, writing, spelling, learning a new language, memorization, concentration, discovering a singing voice, and memorizing lines for the theater. This tool is great for all activities that require increased comprehension and concentration—even math or science! WhisperPhone® is suitable and very helpful for people with learning disabilities.

“It utilizes three ways of learning: auditory, sight and speaking. A student sees the word, speaks the word and then hears the word. So it is very effective for learning—both for reading comprehension and memorization,” said Yvonne Dougherty, a speech language pathologist.

The WhisperPhone® is the only hands-free acoustical voice-feedback tool. The hands-free property is important because students can use their hands to hold a book or write while wearing the WhisperPhone.

“The WhisperPhone® is an innovative product that our customer, the teacher, is using to create a stronger connection between their students and reading,” said Mr. Barry Swanquist, VP of School Specialty, Inc (SCHS).

Two sizes are available including a smaller size for kindergarten through 4th grade and a larger size for 5th grade through adult. WhisperPhones are available in various packages with price savings.

Other details:

- Title I and Reading First funds certified
- Dishwasher safe for easy cleaning
- Reversible for either ear
- No batteries required

The WhisperPhone® is a tool used for people of all ages who want to increase concentration and boost phonemic awareness. Teachers, audiologists and speech language pathologists use the tool with their students or clients to maximize the work done with them. The WhisperPhone is made in the Minneapolis, Minnesota, by Harebrain, Inc.



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