

New App makes iPad and iPhone a productive Student Writing Platform

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Virginia based Niles Technology Group today introduces Essay Writing Workstation 1.0, giving students near desktop-like utility on their iPad and iPhone. Essay Writing Workstation features automatic, as-you-type, text save and multiple workspaces to store virtually unlimited amounts of information. Students develop and write essays while seamlessly moving from one workspace to another or from one functionality to another with the main, active workspace still open, just like a desktop or laptop.

Charlottesville, Virginia - Even with all the innovative features of the iPad and iPhone, many students and teachers have expressed reluctance to fully trust their work on the devices because of the fear of losing information. In addition, the lack of educational apps with instructional content fully-integrated with usable workspaces limits students' productivity. Essay Writing Workstation, by Niles Technology Group, takes the best of its popular Essay Czar app and raises the bar by directly addressing these issues.

Productivity-enhancing features, such as automatic text save, web-searching, dedicated outline workspaces, and quick-access writing guidelines are built into the app. These features are accessible when writing, so no closing or leaving of the app is required. Students develop and write essays, while seamlessly moving from one workspace to another or from one functionality to another - all with the main, active workspace still open, just like a desktop or laptop.

"When talking to students and teachers, the one thing that keeps coming up is how limited in capability and long-term usefulness many education-focused and teaching apps are. The most common refrain is that students use an app a few times and quickly exhaust its capabilities and purpose. Niles Technology Group heard these comments, and the primary goal was to put just about everything a student needs to write essays into one fully-integrated app," explains Michael A. Niles, President of Niles Technology Group, Inc. "Not only did we succeed, but with the combination of the popular Essay Czar handbook and the Workstation, students have both a wealth of functionality and instructional content within the same app."

The App Store is changing, and the education community is expecting educational apps to deliver on the high-end. Whether it be pedagogically-sound learning materials or fluid functionality, Essay Writing Workstation delivers on both counts. The instructional content teaches the critical thinking and structural paradigms needed to write a well-organized essay. With step-by-step guidelines on how to write over 40 types of essays, the Workstation is an app that students return to and use over and over again. For schools, this represents an excellent value in a volume app purchase because the app has a long life-span and covers many grade levels. The features and smooth navigation inherent to the app also raises student productivity, while demonstrating the advantages and efficacy of mobile learning.

"The testing of Essay Writing Workstation proved to be easier than expected. As soon as the students opened the app, they were immediately reading, researching, outlining and writing. It was amazing in that we did not receive one question about how to use the app from anyone. This validated the design in major ways," further explains Mr. Niles. "Even more validating was, during the testing phase, students actually wrote complete three and five-page essays with the app without a loss of information even when a phone call came in or something else inadvertently closed the app. By the end of testing, students were comfortably and confidently writing on the devices. Essay Writing Workstation triumphantly passed the toughest critics, students."

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The incorporation of mobile learning into today's classroom is moving into high gear, and Niles Technology Group is dedicated to providing top-of-the-line educational apps that fit into students' mobile lifestyles. Contact Michael Niles at the Niles Technology Group for more information.

Device Requirements:

- * iPhone, iPod touch, and iPad
- * Requires iOS 3.0 or later (iOS 4.0 Tested)
- * 2.0 MB

Pricing and Availability:

Essay Writing Workstation 1.0 is \$24.99 USD (or equivalent amount in other currencies) and available worldwide exclusively through the App Store in the Education category.

Essay Writing Workstation 1.0:

<http://www.essaywritingwizard.com/essayworkstation.html>

Purchase and Download:

<http://itunes.apple.com/app/id427244910>

Screenshot:

<http://a3.mzstatic.com/us/r1000/000/Purple/46/f1/63/mzl.qldlcmn.320x480-75.jpg>

App Icon:

<http://a6.mzstatic.com/us/r1000/022/Purple/21/de/ea/mzm.gyrwhpsw.175x175-75.jpg>

Niles Technology Group was founded in 2007 to develop software for emerging technologies and is developing a series of mobile computing applications dedicated to teaching superior writing and logical thinking skills. With its experience in the technology and content required to develop full-featured products for students, Niles Technology Group is a leading iPhone app publisher, and the Achievers Writing Center and Essay Writing Wizard apps have sold successfully worldwide. The key to Niles Technology Group's success is specificity. Each app is specific to the writing task at hand. Michael A. Niles, the founder, was formerly, for eight years, the President and CEO of The Right Education, Inc. (TRE), a web-based educational technology company that developed The Learning Accelerator. He looks forward to continuing to bring top-line education products to the mobile computing marketplace. Copyright (C) 2007-2011 Niles Technology Group. All Rights Reserved. Apple, the Apple logo, iPhone, iPod and iPad are registered trademarks of Apple Inc. in the U.S. and/or other countries.

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