

## Capture Students' Interest In Writing With Mobile Education Technology

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Charlottesville, Virginia - Getting students' attention in academics is challenging with writing one of the most difficult. Mobile education technology has made it possible for educators to teach "where" the students are and to effectively demonstrate that mobile devices are useful for doing serious and challenging work. For the iPad and iPhone, Niles Technology apps effortlessly teach good writing skills and simultaneously make writing a more enjoyable endeavor because students get to use their favorite devices.

Mobile education technology has turned the world of students from one of heavy paper textbooks to full digital learning platforms. The platform concept is but one advantage with the other being that students can conveniently work wherever and whenever they choose. In 2009, Niles Technology Group released its first mobile essay writing apps, and students have not stopped praising them. The iPad made the apps even more flexible with a large screen and capability to have dual, side-by-side views. For teachers and parents who want students to have excellent writing instructions available at their fingertips, Niles Technology apps are the best mobile choices.

Niles Technology Group is the leading producer of essay writing apps. Its apps have been recognized by many education blogs and by Apple's App Store:

- \* Featured as a favorite Back-to-School app (2010 - 2011)
- \* Featured as a top 10 English Language Arts app (2010 - 2011)
- \* Featured as a top 10 Study-Aid app (2010 - 2011)
- \* Named a "must-have" app by Edu-In-Review website (2009 - 2010)

Parents, teachers and schools are discovering the efficacy of Niles Technology apps. Each month, school volume purchases of the apps increase, which indicates that the use of mobile technology in schools is becoming more commonplace. Parents are also catching on because Essay Workstation 2.1 is the No. 1 gifted app in the Niles inventory. Middle School Writing 1.0 and High School Writing 3.0 are virtually tied as solid No. 2 bestsellers, with both parents and schools purchasing the apps. The Niles app catalog can be seen in the App Store by simply entering "Niles" in the iTunes search.

### Device Requirements:

- \* iPhone, iPod touch, and iPad
- \* Requires iOS 3.0 or later
- \* 2.1 MB

### Pricing and Availability:

Middle School Writing 1.0 is \$16.99 USD (or equivalent amount in other currencies) and available worldwide exclusively through the App Store in the Education category.

### Middle School Writing 1.0:

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

Purchase and Download :

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

<http://itunes.apple.com/app/id445795776>

Screenshot:

<http://a3.mzstatic.com/us/r1000/093/Purple/ab/6f/91/mzl.bjesbpdc.320x480-75.jpg>

App Icon:

<http://a3.mzstatic.com/us/r1000/095/Purple/ca/02/1b/mzm.mjlqufin.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 app publisher, and the Essay Czar, 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. Copyright (C) 2007-2012 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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