

Teaching Writing Made Easy With Middle School Writing 1.0

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Bring up the subject of writing essays and students automatically let out a groan. Why? Because just the thought of struggling to put the correct sentences together is not a fun idea. Middle School Writing 1.0 takes the pressure off of teachers and students by providing a detailed, easy-to-follow road-map starting with how to dissect a paper topic all the way to editing and proofreading techniques. Designed to work with any writing curriculum, schools can now focus on training the "writing mind" instead of answering elementary questions such as "What do I do next?" Save time and improve students' composition with Niles Technology writing apps.

"The issue with many writing products is the lack of follow-through products that employ the same pedagogy," explains Michael A. Niles, president of Niles Technology Group. "Students may get help from one product, but the next product they use is usually completely different. Therefore, many skills and protocols learned in one product are often left behind, and the student does not build very well on the previous exercises. Niles apps have a scaffolding system that increases the instructional detail as the essay types become more intricate. Consistency in methodology reinforces lessons learned and automatically builds on prior exercises. All-in-all, students retain and bring forward more skills because of our pedagogically-consistent product design."

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.

Device Requirements:

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

Pricing and Availability:

Middle School Writing 1.0 is \$18.99 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>

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

Purchase and Download:
<http://itunes.apple.com/app/id445795776>

Screenshot:
<http://a3.mzstatic.com/us/r1000/093/Purple/ab/6f/91/mzl.bjesbpd.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) 2007-2013 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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Michael Niles
President

info@nilestech.com

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