

## **abc PocketPhonics Literacy App marks 5th Anniversary with new version**

Published on 02/06/14

Apps in My Pocket marks its fifth anniversary today, and to celebrate this milestone, the company is offering the full version of abc PocketPhonics free to download on February 7th. Aligned with the Common Core State Standards, PocketPhonics is used in hundreds of elementary schools and pre-schools to teach kids letter sounds, first words and handwriting. Since its launch, abc PocketPhonics has remained in the bestseller list for education apps, with more than 1.2 million downloads.

London, United Kingdom - Apps in My Pocket, developer of the abc PocketPhonics app that revolutionised literacy learning five years ago today marks its fifth anniversary. To celebrate, a new version of the app which is used in over 300 UK primary and pre-schools is being launched today and users will be able to download the updated app for free on February 7th. The new features, aimed at schoolteachers and parents, celebrate each advance children make as they learn groups of letter sounds on the iPad and iPhone.

### **Emailed Certificates:**

As the child learns new groups of letter sounds, certificates of achievement can be emailed, and printed or shared on social media.

### **Advanced online progress tracking:**

Parents and teachers track online the words and sounds the child is currently learning. Once a child has learnt a word is removed from the list of words the app is teaching them. It is then replaced by another word, until they have learnt all the words in that group of letter sounds.

### **Downloadable progress reports:**

PocketPhonics already has teacher friendly features, like centralised progress tracking for groups and classes. Due to popular request, the new version now allows teachers to download progress reports as a spread sheet for more detailed analysis.

### **Five years of innovation:**

The first version of abc PocketPhonics was released five years ago, making it one of the longest surviving Apps on the Apple App Store. It has revolutionised tablet based learning, by bringing phonics to a new platform. Since its launch abc PocketPhonics has remained in the bestseller list for education apps, with more than 1.2 million downloads.

### **One day of freebies:**

To celebrate this milestone, developer John Friend of Apps in My Pocket will make the full version of abc PocketPhonics free to download on February 7th. It will be available from the app store in both the UK and USA.

John Friend commented, "Since its launch, I know that abc PocketPhonics has helped thousands of children learn to read and write. It has been an incredible privilege to be a part of that process, and I wanted to thank parents and teachers for their huge support over the years. This is why I want to spread the word even further by giving the app away free for a day".

### **Device Requirements:**

- \* iPhone, iPad, and iPod touch
- \* Requires iOS 6.0 or later
- \* 87.2 MB

### **Pricing and Availability:**

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

To celebrate this milestone, abc PocketPhonics 2.4 is Free for a limited time and available worldwide exclusively through the App Store in the Education category.

Apps in My Pocket:  
<http://www.appsinmypocket.com>

abc PocketPhonics 2.4:  
<http://www.appsinmypocket.com/pocketphonics/fullversion.html>

Download from iTunes:  
<https://itunes.apple.com/app/abc-pocketphonics-letter-sounds/id299342927>

Screenshot:  
<http://a2.mzstatic.com/us/r30/Purple6/v4/e3/93/31/e39331f2-eebc-d706-830d-230583485b54/screen480x480.jpeg>

App Icon:  
<http://a3.mzstatic.com/us/r30/Purple4/v4/b4/b2/16/b4b216b4-96ef-0218-b071-9520628961a6/mzl.zvtcnode.175x175-75.jpg>

Apps in My Pocket Ltd is a UK based company established in 2008 to create apps for iOS that deliver best educational practice. PocketPhonics's educational excellence has made it one of the best-selling apps for teaching kids to read and write. More than 1.2 million Apps have been downloaded including over 400,000 of the paid version, and 700,000 of the free "Lite" version. All Material and Software (C) Copyright 2008-2013 Apps in My Pocket Ltd. 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. Other trademarks and registered trademarks may be the property of their respective owners.

###

David Fanning  
PR Contact

[aimp@tin-drum.com](mailto:aimp@tin-drum.com)

\*\*\*\*\*

Link To Article: <https://prmac.com/release-id-65274.htm>

\*\*\*\*\*