



## English lessons via SMS

### Description of solution

The Urban English language learning program from Urban Planet Mobile is a daily English language lesson automatically delivered to subscribers via sms. Within the sms is an embedded audio link that can be played and/or saved (the same as a ringtone) for later.

Through a patent pending engineering process, the lesson is the file size equivalent of a standard music ringtone but expands to provide between 2 and 3 minutes of an audio English language lesson. The lessons are available for beginners with a Basic program, intermediate learners with a Social program and a Business program that offers lessons for different categories such as banking, travel, entertainment, dining out, transportation, hospitality, etc, and a program for advanced students of English - TOEFL vocabulary. The intermediate program is made of words, phrases, and conversations with lessons as building blocks, expanding concepts and words to teach useful phrases and idiomatic expressions. Because of the lesson design and delivery, 95% of handsets can receive the lessons, allowing people with the simplest of mobile phones to receive Urban English.

### Benefits of the solution

The program reaches people who otherwise have limited or no access to English language lessons. There are 1.4 billion people actively learning English around the world. The need for English education far outstrips the supply. Urban English provides anywhere, anytime

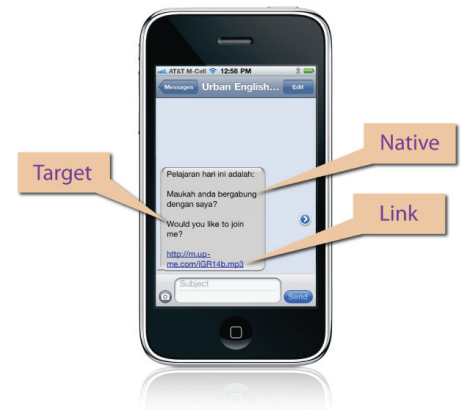


mobile delivered audio English lessons that are affordable and effective.

Because they are audio, the Urban English lessons address the biggest hurdle faced by people trying to learn English, the lack of opportunity to hear it spoken by a Native speaker. Through providing daily audio lessons, Urban English assists people in improving listening comprehension and verbal communication.

The program is a more natural way of learning through listening, rather than rote memorization and grammar studies. Learning grammar rules by memorizing them does not lend well to oral communication, whereas immersion-style learning through listening to lessons in English only, is a proven method for language attainment.

The program is priced for each market to ensure the affordability of the lessons, as the goal is to put the power of English in the hands of every person wanting to learn.



GLOBAL MOBILE AWARDS 2011  
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### Timescales

Urban English is available in Indonesia and within 3 months of launch had more than 130k subscribers. Urban English is also available in Thailand with a growing subscriber rate. Due to the recent natural disaster, the launch in Japan with NTT

"The overwhelming response in Indonesia to our product just affirms what we knew all along – that people are hungry for an easy, creative, and accessible way to learn the English language. The Indonesian geography demands that cell phones are the primary tool of communication and their prevalence made Indonesia the perfect market for our Urban English language learning programs." **Brian A. Oliver Smith**, CEO, Urban Planet Mobile

“The mobile communication industry is evolving rapidly and fast becoming the sole mode of information in many developing nations. Urban Planet Mobile has the opportunity to have a significant impact on people’s lives, all positive.”

**Don Cardina**, CTO, Urban Planet Mobile

Learning has been delayed for 3 months until the 1st of July, but the pilot is continuing and the lessons were changed to offer our Emergency English program.

Urban English will be available from the beginning of June, 2011 in Ecuador, Bolivia, Peru, and the Dominican Republic. The program is under review by the U.S. State Department for potential use in Afghanistan. The Urban English program has been under development since May 2008 and is available to speakers of 12 languages - Mandarin, Korean, Japanese, Thai, Bahasa Indonesian, Vietnamese, Russian, Arabic, Spanish, Portuguese, Hindi, and Bangla. These languages represent 85% of English language learners. The markets being actively pursued represent a strong mobile presence as well.

#### **Core technologies and standards**

Standard sms used for delivery and audio lessons available in all formats. Any phone that can receive a ringtone and sms can receive Urban English from Urban Planet Mobile. For those people who cannot receive a ringtone, where possible, a landline is activated and IVR set up to allow for 100% access.

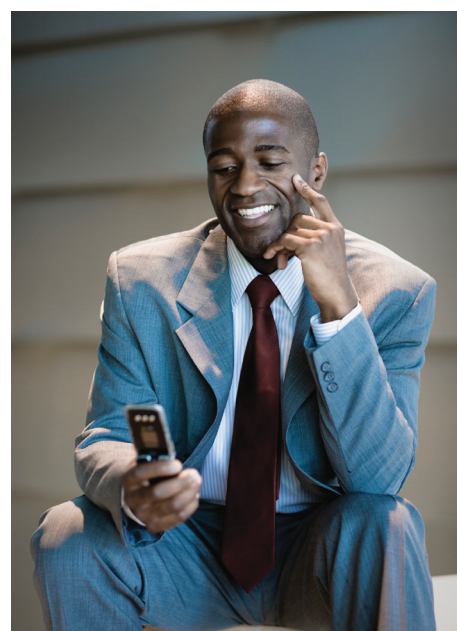
#### **Interoperability and scalability**

The Urban English program is scalable and created for expansion horizontally, through the addition of new categories and expanded lessons, as well as vertically through the development of animation, interactive lessons, slideshows and other multi-media products to reach the more advanced technologies such as smartphones and the growing tablet market.

Because of the design of the product, the base audio program is the primary building block from which we springboard our advanced multimedia offerings, which allows for efficient vertical expansion. Additionally, because of the design, the addition of more languages is fairly simple, allowing Urban Planet Mobile to go into new markets as appropriate.

#### **Success to date**

With more than 130k subscribers to the product in Indonesia, launches in other markets around the world, future projects with educational publishers and companies, and both governments and NGOs in development, Urban Planet Mobile is the sought after world leader in mobile education.



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“In a world in economic turmoil, Urban Planet Mobile’s business model is of particular interest as the content they offer is in high demand and their delivery allows for unlimited scalability at an incredibly low cost, which in turn enables them to sell affordable subscriptions,” **Orjan Isacon**, a venture catalyst with Savannah ATDC



Embedded  
Mobile