



News Release

For Immediate Release

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Califone® Introduces AV Tutor™ and Digital Cartridge Programs to Help Develop Core Reading Skills

Familiar Video Game-Like Device Ideal for Independent Instruction and Learning Centers

SAN FERNANDO, Calif. (Feb. 6, 2008) – A Literacy in the Labor Force report indicates that only a little more than half of all U.S. elementary students learn to read and write well enough to be considered functionally literate. To help educators provide their students enhanced instruction and remediation, *Califone* International, Inc., introduces the AV Tutor with accompanying Digital Cartridge Programs.

The AV Tutor is a handheld player/recorder that allows students to compare their pronunciation of words with prerecorded “model” examples. It offers enhanced sound quality and, being a digital device, requires little maintenance. Ideal for supplementing classroom curriculum, speech-language therapies, and ESL applications, the device gives students an opportunity to build reading skills independently without needing access to a desktop computer. The AV Tutor plays the chosen word and then uses that word within a sentence. Easily adaptable for use in learning centers found in most elementary classrooms, the AV Tutor is designed for smaller hands, and its built-in 8 second memory enables students to compare and contrast their responses to the modeled sounds before moving on to the next lesson.

“The problem of so many students not learning to read during their critical early years is a national issue, affecting every school and community,” said Tim Ridgway, VP of Marketing for *Califone*. “Since the form factor of the AV Tutor resembles already familiar consumer devices, its familiarity will encourage its acceptance and use by students, engaging them while helping to develop phonemic awareness, phonics, vocabulary, fluency, and reading comprehension.”

There are a total of seven digital cartridges designed for the AV Tutor, incorporating the most popular card reader programs to help students connect what they see with what they hear. Six of the new programs are digital upgrades from the existing CardMaster™ programs, which include Picture Words, Phonics, Readiness, Everyday Words #1, Survival Signs, and Basic Vocabulary #1. In addition, *Califone* has a seventh program titled “Play Ball,” which presents interactive narrative readings, phonemic awareness and comprehension activities.

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Speech pathologists, reading coaches and educators can feel confident about students using the new program independently as it offers an interactive tutorial that has a self-checking mode that allows the student to progress to the next level only after answering the current question correctly (within Play Ball only).

The [AV Tutor](#) was developed in response to educator demand for devices that will engage students as many consumer electronic devices do, such as handheld gaming systems. *Califone* will continue selling its classroom-tested 2010 and 2020 CardMaster, as well as the recently launched Reader models. The AV Tutor is available for \$185 with each digital cartridge priced at \$30. The [AV Tutor Fundamental Center](#), which comes with one AV Tutor and 6 cartridges (Play Ball not included), costs \$345.

Designed to meet strict standards of strength and durability, the AV Tutor comes with the unique one-year *Califone* warranty, covering for school, library and government use, a guarantee typically not available for products purchased from consumer electronics stores.

To order, contact a *Califone* dealer. For more information on the full line of *Califone* products designed for the education market and safe for school and library use, call 1-800-722-0500, or visit www.califone.com to view and download the entire *Califone* catalog.

About *Califone*

Califone was founded in 1947 and continues to be a leader in the design, development and manufacturing of audiovisual and supplemental curriculum products for use in education, presentation and professional markets. The company offers a complete line of audio solutions, wireless systems and multimedia products for small, medium and large presentation needs. *Califone* serves millions of educators and children in the PreK through higher education school environments and has expanded to serve business and industry, houses of worship, parks and recreation, and other presentation markets as well.

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