

THE ALPHABETICUS PROJECT 2006

www.alphabeticus.com

WHAT IS THE ALPHABETICUS PROJECT?

The Alphabeticus Project's ethos is 'The Hero's Journey' - a child's heroic journey towards understanding and knowledge through learning how to read and write.

The Alphabeticus project embraces the increasing desire from parents, teachers and schools all over the world for wholesome media

- **ANIMATED FEATURE FILM - 'The Way To Alphabeticus'**

The Way To Alphabeticus is a world-class feature film project that can be sold into international film, merchandising, internet, musical and other ancillary based markets. *The Way To Alphabeticus* has been written as a feature film, targeted at 4-13 year old children.

(The script is registered for copyright with the Writer's Guild of America and the Office of Copyright, Washington DC.)

- **ALPHABETICUS TV SERIES**

The story of Alphabeticus has undergone development as a TV series incorporating fun characters, adventure and mystery in discovering each letter of the alphabet along with other educational elements of history and geography.

Development includes a pilot episode and series outlines.

- **ALPHABETICUS SOLITAIRE**

Alphabeticus Solitaire is an electronic version, based on the classic card game, but with a new twist. Using alphabet cards and *The Way To Alphabeticus* characters there are two versions of the game, both are fun and stimulating ways

products for their children - products that focus on the uplifting and heroic aspects of our lives.

The Alphabeticus Project is a children's multi-media project that incorporates SPELL and the following other products in various stages of development.

to play Solitaire and learn the alphabet. A pilot product has been developed.

- **ALPHABETICUS ONLINE ESL FOR KIDS & ADULTS**

Utilising the Alphabeticus characters in functional situations, Alphabeticus animated ESL (English as a Second Language) short stories would enable children and adults to download animated ESL clips with accompanying student worksheets.

Concepts have been developed and storyboarded.

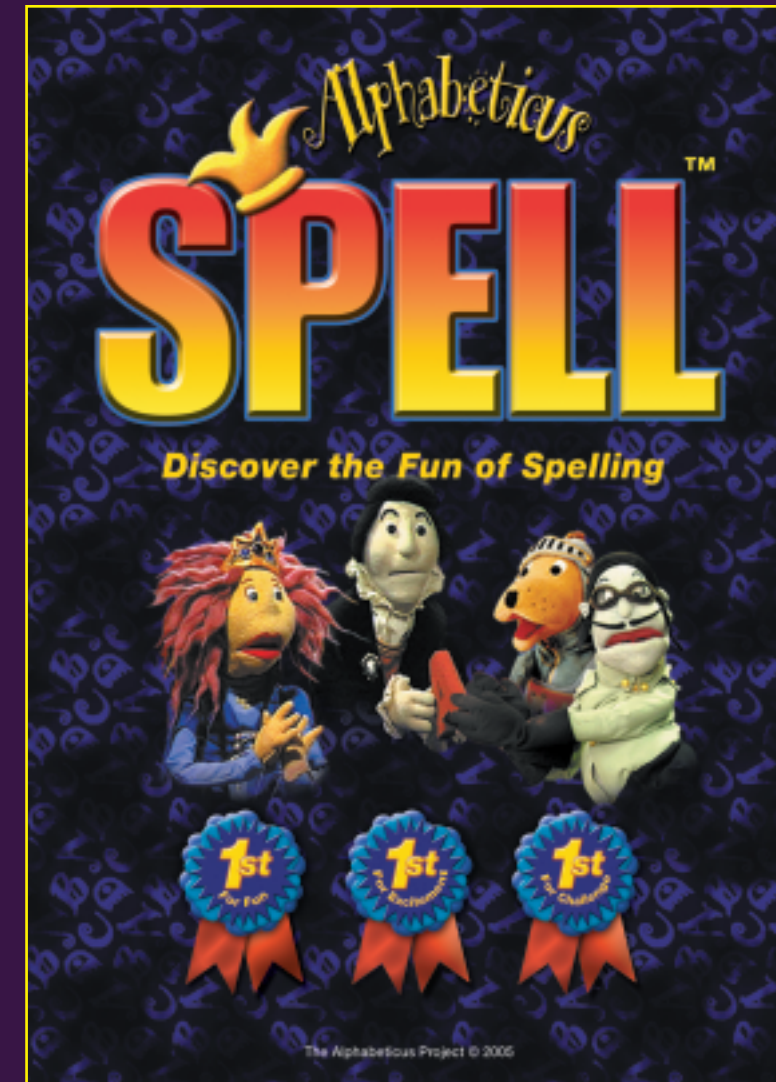
- **CELLULAR PHONE APPLICATIONS**

Developing cellular phone technology is a potential platform for Alphabeticus Project products, particularly in the area of ESL.

The explosion in English learning in Asian countries such as Korea, China and Japan indicates a great potential for both *ALPHABETICUS SPELL*, *ALPHABETICUS SOLITAIRE* and short animated clips as ESL learning products, easily accessible via cellular phones which are a major communication tool for youth in Asia.

In China alone there is an estimated market of approximately 165 million language learners, with a worldwide learning figure of 750 million.

NEW FROM ALPHABETICUS



THE EXCITING & FUN WAY TO IMPROVE YOUR SPELLING

- FOR ALL AGES -

SPELL™

- THE EXCITING AND FUN WAY TO ENJOY SPELLING -



Teachers Report:

"SPELL is a unique, interesting and exciting word game which can be enjoyed by both adults and children. I have used it with great success in the classroom to foster cooperative learning and as a useful tool to stimulate vocabulary development in both mainstream classrooms as well as with students who have an ESL background."

"After thirty years in the classroom, I know students learn best when they are having FUN!"

Jane Belotti, Teacher,
Melville Primary & High School, Western Australia

"Thank you for letting my students trial SPELL. It will certainly become an integral part of my future teaching of spelling".

Marlene O'Mara,
Teacher, Swanbourne Primary School, Western Australia



Alphabeticus SPELL is the first in a range of products from *The Alphabeticus Project*.

Alphabeticus SPELL is based upon the ethos of *The Alphabeticus Project*, the 'Hero's Journey', along with the story and characters of *The Way to Alphabeticus*. A story that brings alive the magic, mystery, fun and excitement of the alphabet and how important it is to us all.

The characters of *The Way to Alphabeticus* play their part in Alphabeticus SPELL to encourage, in a fun way, the development of English language skills and especially spelling.

Alphabeticus SPELL has undergone extensive development and testing and has overwhelmingly had positive responses from children, adults and teachers alike.

Because spelling is an essential building block of language:

- SPELL helps boost spelling ability - three FUN games and more in one!
- SPELL is a FUN way to inspire competent and skilled spelling.
- SPELL helps stimulate the development of the language skills of reading, writing and speech.
- SPELL promotes understanding and organizing skills.
- SPELL nurtures the FUN of spelling and helps build self-esteem.
- SPELL incorporates spelling with other developmental skills through sorting objects by size and color and seeing patterns.
- SPELL encourages children how to explain themselves and communicate with others.

ALPHABETICUS SPELL - NOW READY FOR EVERYONE - TO HAVE FUN AND ENJOY