



DynEd®

DynEd Operates Through Belief

MOBILE ENABLED

FORWARD LOOKING

**We enable a world where fluency in
English is attainable for everyone**

RESULT FOCUSED

INTEGRITY

INTUITIVE

Optimize our English learning ecosystem so that everybody can learn English the most efficient way

The name DynEd stands for Dynamic Education, and reflects the always-evolving, cutting-edge approach that the company has long taken towards the improvement of English language education around the world



We are

- developers and holders of a patent for the world's first multimedia language teaching CD-ROM.
- pioneers of the use of Speech Recognition (SR) technology in multimedia language teaching
- providers of the world's most sophisticated multimedia language teaching software across more than **70** countries on **4** continents

We have

- more than **30** years of industry-leading English language teaching experience
- more than **20,000,000** learners worldwide who have benefitted from DynEd

We offer

- brain-based multimedia English learning solutions built on the insights and best-practice research of cognitive psychology and neuroscience
- nearly **30** courses and programs to meet the needs of English language learners of all ages and levels of proficiency
- a powerful learning management system to support teachers and operational efficiency

DynEd's Development in China

"DynEd Kids", a program designed and created for elementary school students and based on the new curriculum standards of the Chinese Ministry of Education, is officially released to rave reviews

CCTV9's Dialogue program joins with DynEd to create a new advanced level listening strategies course: Dialogue"

2012

2011

2014

With China at the core of its comprehensive strategic plan for the Asia-Pacific region, DynEd will continue to add to its strength in research and development and raise its service levels

Grasping mobile internet trends, DynEd releases its first full mobile application solution, the DynEd Mobile Ecosystem

2015



2001

Guanghua School of Management, part of Peking University, along with a number of other famous universities and leading Chinese English teaching institutions, become DynEd's first customers in China

Web International English and DynEd embark on a comprehensive strategic partnership

2002

2010

The DynEd Global Partner Summit was held in Beijing. Top educational institutions from over 30 countries around the world shared teaching experiences and discussed the future direction of English teaching

2006

DynEd formally enters the field of Aviation English with a global news conference in Beijing announcing the release of DynEd's Aviation English courses

2008

Beijing University of Aeronautics and Astronautics(BUAA) and other top Chinese civil aviation universities formally choose DynEd's Aviation English courses to accelerate the learning process of their pilots and air traffic controllers, and ensure they successfully achieve the required ICAO4 English fluency level.

Creating the Perfect Combination of Science, Technology

Intelligent Design for Guaranteed Results

A focus on English listening and speaking skills for nearly 30 years
Study methods that reflect the principles of how the human brain actually learns.

Personalized programs that adapt to the performance of each student



DynEd's Core Pedagogical Principles

A 21st Century Blended model

A unique, scientifically sequenced, concept-based syllabus

An approach based on the most advanced theories of learning from the cognitive sciences



Comprehensive Support for Teachers

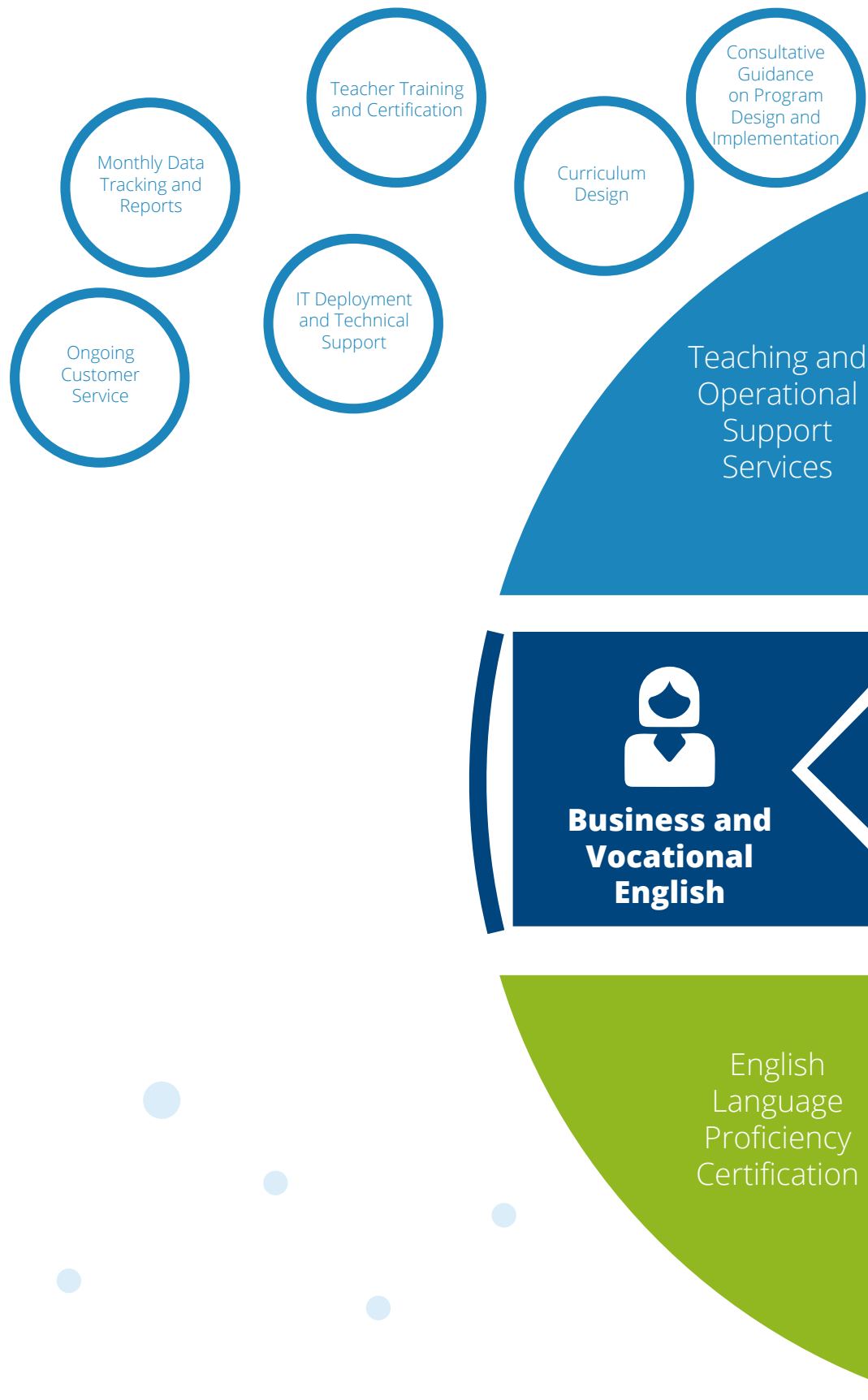
A powerful learning management system
Practical classroom lesson plans teaching content
Real-time assessment of learning outcomes
Accurate grading evaluations

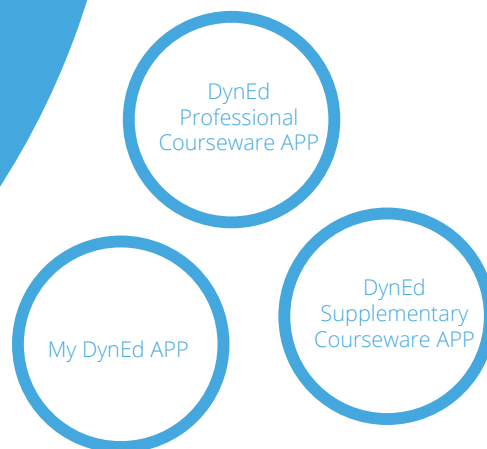
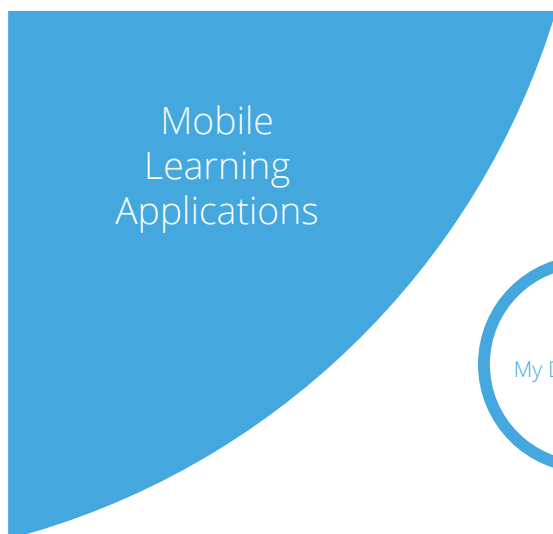
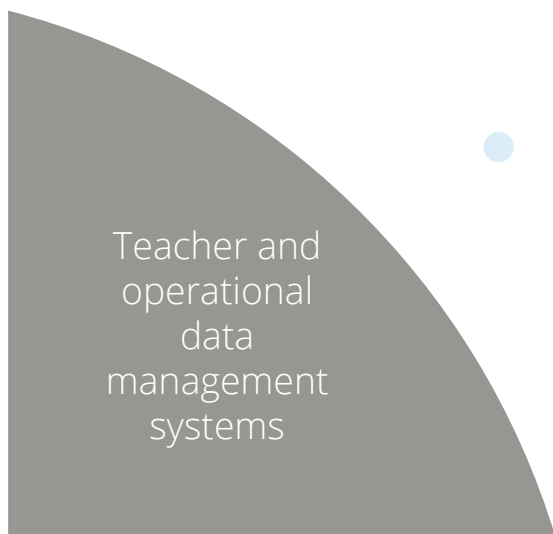


Sustainable Development of Operations

Operations management assistance
Strict quality monitoring
Accurate teacher management

Comprehensive DynEd Solutions





Kids English Package



Helping kids love and learn English in a natural and fun way!

Core Curriculum



• Let's Go



• DynEd Kids



Designed for children aged 4-11

Concept-oriented syllabus design



Fun interactive learning experience and enhanced practice model

Vivid cast of animated characters

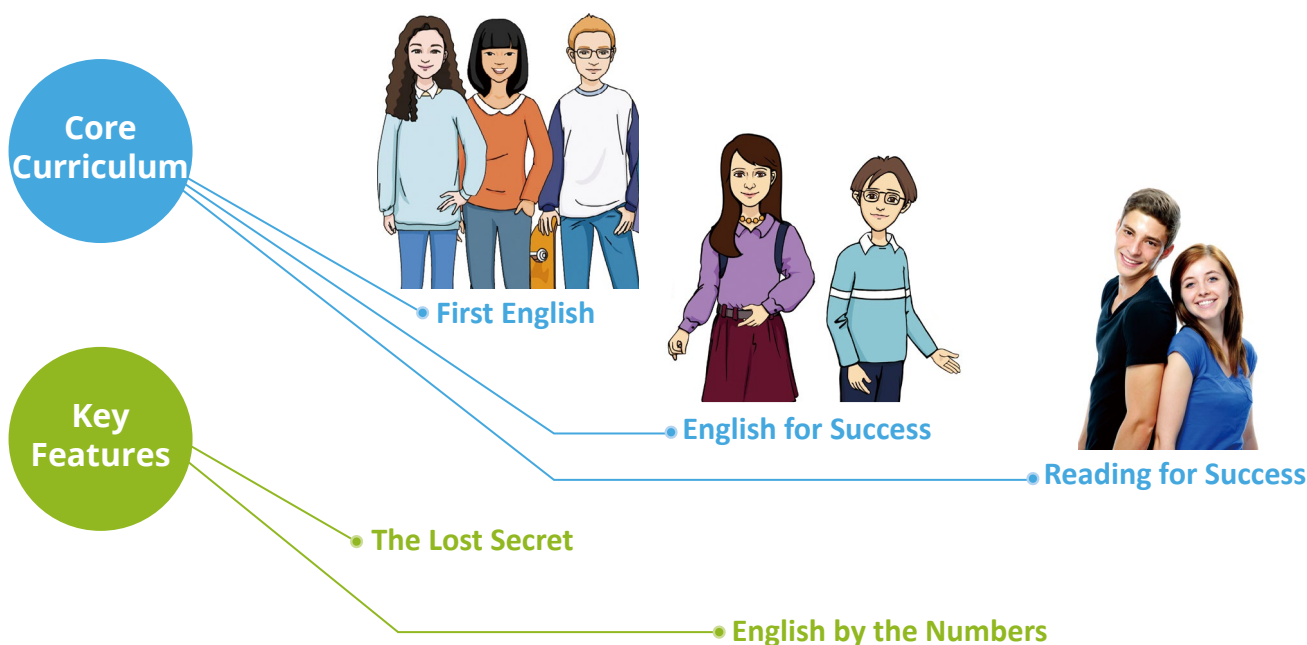


Catchy songs, daily conversation and school topics





Unique academic English courses that provide young learners with the language skills they need in listening, speaking, reading and writing to succeed in any educational environment, anywhere in the world



Concept-based syllabus design

Created for young learners ages 11-19



Curriculum built around real-life campus scenarios

Designed to develop oral skills, improve reading fluency, and to foster critical thinking in English

Rich subject content covering mathematics, physics, chemistry, geography, history, biology and more



General English Package for University Students and Adults

Say goodbye to poor oral English !
Efficient learning methods save time and cost by up to 60%!



Business and Vocational English Package



Improve your work efficiency and business success!
Seize bigger career opportunities!



Intelligent Assessment and Learning Management System

The DynEd Testing Program

Comprehensive

includes Placement, Speaking, and Achievement Tests to provide an accurate and on-going evaluation of English proficiency

Individual

uses a large item bank of questions so that no two tests are identical

Computer-adaptive

automatically adjusts the length and difficulty of each test according to individual student performance

Accurate, convenient and fair

Learning Management System

Study Path Manager

- Sets and manages a personalized learning path for each student
- Assigns courses and learning content based on student's Placement Test score
- Automatically unlocks new content based on student's accuracy and performance

Intelligent Tutor

- Records all student study activities, including courses and lessons studied, dates and times studied, scores on exercises, correct speech recognition attempts, Mastery Test scores, completion percentages, etc.
- Also monitors and evaluates student study behavior, such as total hours and frequency of study, use of course functions,
- Provides students with real—time feedback and suggestions
- Quantitative scores and detailed analyses help teachers provide learners with personalized guidance and recommendations for improved study efficiency

Automatically-Generated Reports

- Administrator, class level, and detailed individual student reports
- Weekly, monthly, full semester, or annual reports
- Grading reports based on teacher-set targets
- Certification Reports

English Proficiency Levels



DynEd	0.0	0.2	0.5	0.7	1.0	1.2	1.5	1.7	2.0	2.2	2.5	2.7	3.0	3.5				
CEFR			A1		A1+		A2	A2+	B1	B1+	B2	B2+	C1	C2				
IELTS™	3								4	4.5	5	5.5	6	6.5	7	7.5	8	9
TOEFL iBT®									54+	76+			100+		115+			
YLE/Cambridge	Starters	Movers KET					Flyers	PET	PET			FCE		CAE	CPE			
TOEIC®	400					500			600		800		900					
ICAO	1				2			3			4			5+				

Ages 5-9



Let's Go



DynEd Kids

Ages 10+



First English



English for Success & Reading for Success

Ages 15+



The Lost Secret



English by the Numbers



New Dynamic English



Dynamic Business English



Functioning in Business



Dialogue



Hospitality English



Adv. Listening



Aviation English



Test Mountain

All Levels



Records Manager & Intelligent T



Placement, Speaking, Mastery Tests



DynEd Teacher Training Course



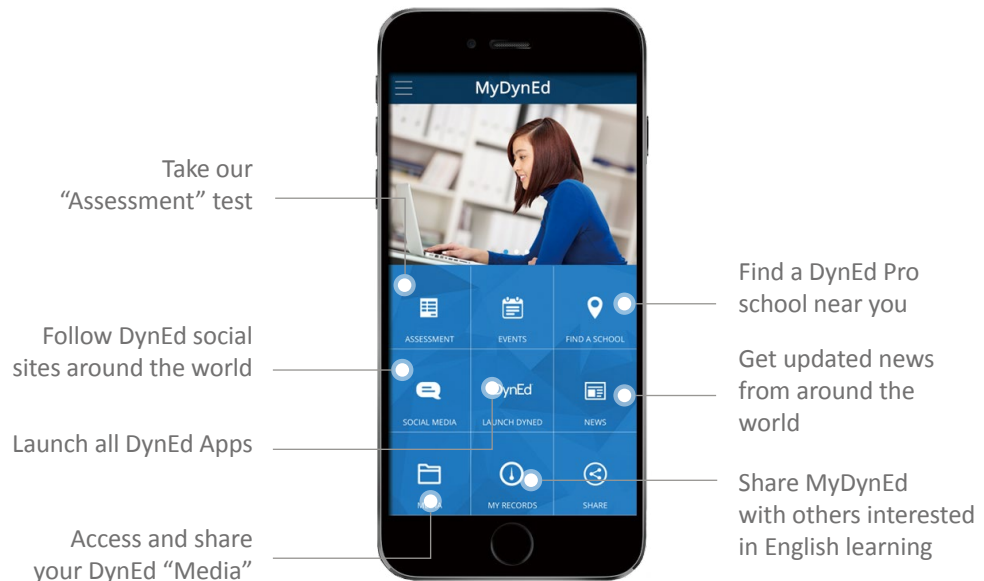
Clear Speech Works

DynEd Mobile



MyDynEd App

Download our Productivity App for free and take advantage of all the benefits our mobile solutions have to offer.



DynEd Pro Line

DynEd courses available on smart devices

DynEd Pro brings the full suite of DynEd's professional courseware to mobile devices, making studying with DynEd easier than ever before!

Extended your Blended Learning experience

Designed to work with our blended-learning model, our courses will allow you to combine technology-assisted study with live instruction from a certified teacher or coach.

DynEd Pro is for DynEd students with a current user-ID

If you are not yet a student, visit our mobile website and we'll help you find a school in your area that will get you started on the road to English fluency.





DynEd Plus Line

Apps with English language content you'll love!

The DynEd Plus line begins with Conversations apps to develop your listening and speaking skills, whether studying on your own, or as a complement to DynEd Pro.

Apps to help you build your language skills daily

Allows you to go back to study previous lessons and units

New lessons become available 12 hours after you successfully complete each lesson

Your study records are safely stored in the DynEd Cloud

Start your English language journey today!

Visit our mobile website for more information on how you can complement your English studies with the mobile solution that best fits your learning needs.

At mobile.dynded.com you can also:

- Take the DynEd Plus "Assessment" test
- Track your progress with "My Records"
- "Find a School" near you
- Check your DynEd profile...and much more!

DynEd

MENU

Change Your Life With English
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Latest Event
November 04, 2014
DynEd at the Lewy Global Technology Forum!

Assessment
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@dynEd_id

My Record
About Us



English Certification for today's global learner

Whether learners are heading to university, applying for a job, working towards a promotion, or just wanting to improve their English skills, proving mastery of the English language is easy with DynEd's English Certification Program.

International Certification

DynEd's Certification program gives learners a unique advantage. Our Certificate skill levels are fully aligned to the Common European Framework of Reference for Languages (CEFR). Because our assessment tools have been developed from extensive experience and feedback, students can demonstrate the skill levels set forth on their DynEd Certificate with confidence.

DynEd provides teachers with all the tools they need to teach English effectively and to certify learners' progress. Our expert Analytics System allows teachers and administrators to easily identify students who have met the certification criteria for each level.

Measures Progress Over Time

Unlike most certification programs, the accuracy of our Certificates is not based on a single test. DynEd Certification measures progress and mastery over time, including listening and speaking skill development. To achieve a Certification level, students must spend time studying the courseware, pass Mastery Tests and DynEd's exit Placement or Proficiency Tests.

This makes DynEd certificates much more reliable than other testing systems. Moreover, every certificate is issued with a unique identification code that will allow employers and educators to confirm the legitimacy of each student's certificate. DynEd offers certification from A1 through C2 on the CEFR scale.





Turkish Ministry of Education

Turkey



DynEd Adopted by Turkish Ministry of Education for Grades 4-8

In 2007, The Turkish Ministry of National Education signed an agreement to provide DynEd courseware for students in grades 4 to 8 nationwide. English has been identified as a national priority in Turkey, and DynEd's blended approach was viewed as the best way to scale up to meet this critical need. There were approximately 8.5 million students in these five grades in 22,000 schools around the country, and DynEd was expected to reach about 5 million who have access to computers in school at this time. Home study for additional practice was also available as an option for students with access to computers at home. Courseware covered under the agreement included DynEd's courses targeted at this age group, First English and English for Success.

The agreement was signed at the Ministry offices in Ankara with much fanfare by the Minister of Education, Dr. Hueseyin Celik, and DynEd's local channel partner, Mehmet M. Bayraktaroglu, Chairman of FuturePrints, of Istanbul. The Chairman of the National Board of Education also participated in the festivities. The agreement covered installation and teacher training to allow the launch of the DynEd courseware with the start of the new academic year in September 2007. The project continued to expand over the next three years toward its goal of reaching as many of the students in these five grades as have access to computers.

Peking University's Business School

Beijing, China



For more than six years, MBA students at Peking University's Guanghua School of Management have participated in a semi-intensive 12-week English program run by DynEd's training partners in China. More than 2000 students have completed the course to date. School officials report that "we are very happy to see that we made the right choice to select DynEd, and we are very proud that we've made some contributions to its development as well."

Aviation English Training

Worldwide



DynEd's Aviation English Course has been adopted by major airlines and training academies around the world, preparing learners for flight training and exam certification.

Clients for DynEd's Aviation English program include:

Air Astana	Colombian Air Force
Air China	Edgewater College
Air China Cargo	Emirates Airlines
Airbus China	Horizon Flight Academy
Beihang Flight College	Korean Air
Boeing Shanghai	NouvelAi
CAE	NUAA
China Eastern	Transpac Aviation Academy (US)
China Southern	Tunisian Air
Civil Aviation Authority of China	Vietnam Airlines
Civil Aviation Management Institute of China	
DynEd aviation students pass these examinations:	
PEPEC (China)	TELP (Korea)
RELTA (China)	TOEFA (Canada)
TEA (U.K.)	VERSANT (FAA)
TELLCAP (Russia)	



Case Studies

Showa Women's University Japan



Kevin Ryan, Associate Professor at Showa Women's University, shares some thoughts on successfully using DynEd in his lab:

"One of the ways I use New Dynamic English is by announcing to my students, a week in advance, the topic we'll be practicing. For example, this time I announced that the topic would be Energy and pointed the students studying Level 3 to the appropriate place. The conversation the following week was more stilted than free conversation, but they were trying out new language, new structures, and new vocabulary. This was really enlightening to see."

"Now I pick a topic covered in a DynEd level each week and that gives my students an opportunity to really put their DynEd work to use. The synergy in the class is great!"

La Cañada Unified School District California



La Cañada Unified School District is a high performing K-12 public school district, home to approximately 4000 students. All four schools are California Distinguished schools.

Lindi Dreibelbis Arthur, Director of Assessment, Research and Consolidated Programs, reports:

"Our EL population is small and growing rapidly. Students come to us from many different language backgrounds and it is quite difficult to find staff members who can assist them in their primary language. DynEd has been fantastic! The software programs are a great resource for teachers and kids love it! We have seen remarkable progress in student performance for those who use the programs regularly."

"The support and follow-up from the DynEd staff is top notch. It has been a pleasure to work with representatives from the company. They are very responsive and creative which made the installation implementation of the DynEd programs very smooth."

"We also offered the use of the software programs to adults in our community to improve their English. DynEd is not only an excellent tool for our students, but also a valuable asset for our community as a whole."

USAID Project Sri Lanka



The English-Computer Based Learning Project (E-CBL) designated 8 training sites around the country, working with 150 instructors and technical staff members, to introduce DynEd courses and learning methodologies. The project proceeded in 3 stages:

First, an initial technical audit, and training of technical staff and software installation;

Second, DynEd conducted a 5-day teacher training course at each site;

Third, a 1-day refresher training visit to the 6 successful sites by the project coordinator.

Teachers used the program initially, and then introduced it to their students (over 1,000) in the weeks that followed. The teachers used DynEd's Records Manager to monitor student progress.

Teachers and students have embraced the program. The sites are adding users and asking for additional DynEd courses. The interest in English language improvement in Sri Lanka is clear, even in the remote sectors of the country.

For this project, DynEd received a rating of Excellent, with this comment: "There are no quality issues, and the Contractor has substantially exceeded the contract performance requirements without commensurate additional costs to the Government."

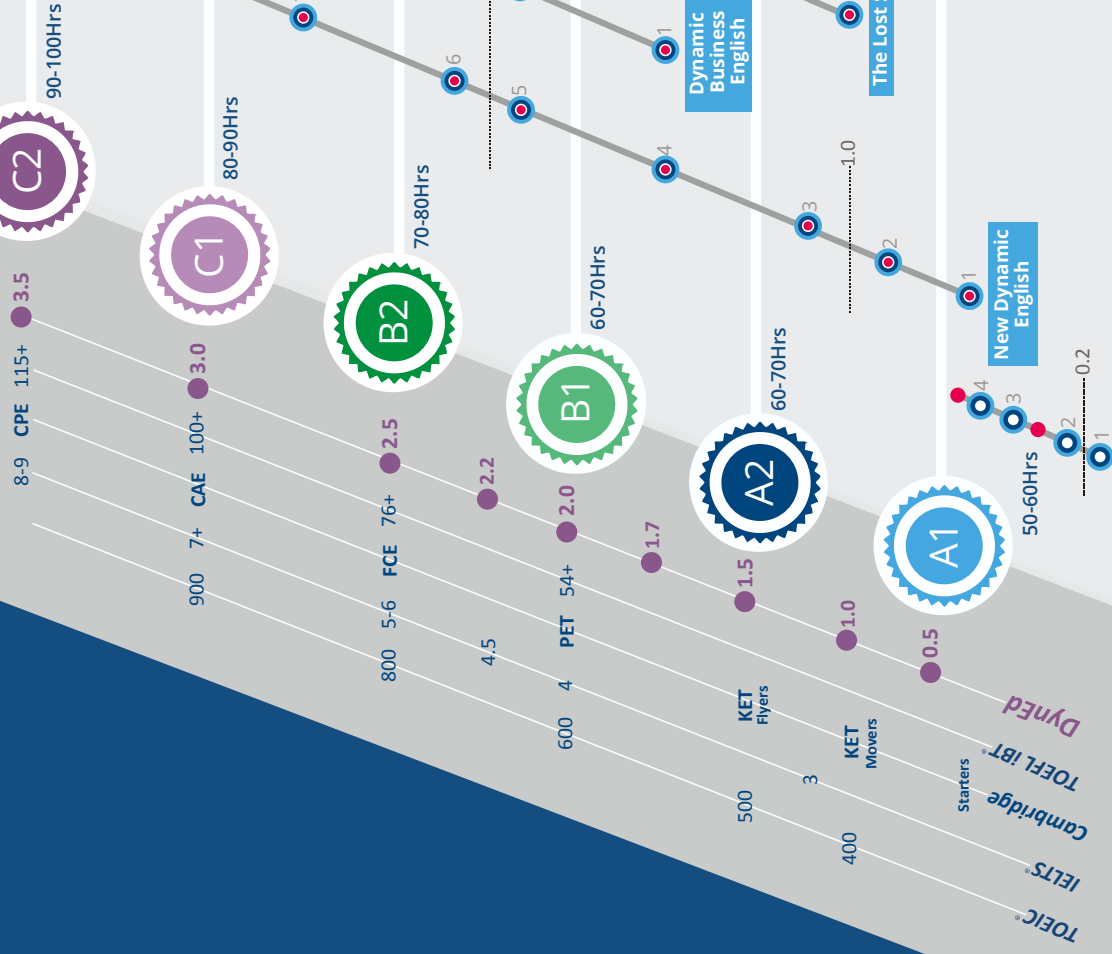
DynEd Pro English Certification

Exam Correlations



DynEd Pro English Certification

Exam Correlations



Check your progress along the path.



Course Unit
Complete 80% of each unit to pass.



Mastery Test
85 points or higher to pass. If you do not pass, wait 7 days before retaking the failed Mastery Test.

Complete all units and Mastery Tests from your Placement Level upwards.

Complete at least 20 hours of DynEd study time before being eligible for your first Certificate.

Take an exit Placement Test, opened by a teacher, once you have met the Certificate's requirements above.

a. If you do not pass your exit PT, complete an additional 6 hours of DynEd study before you retake the PT.

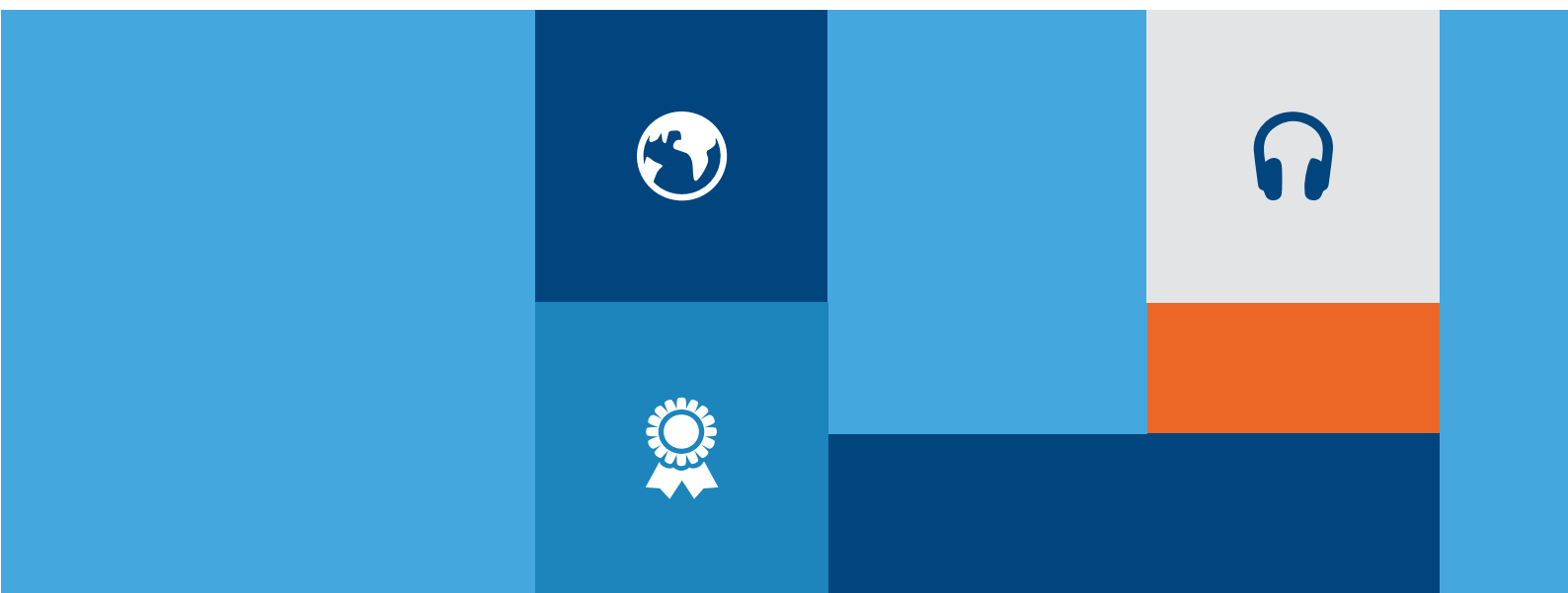
b. If you retake the PT before you complete the 6 additional hours, your PT score will not be valid.

DynEd reserves the right to modify certification criteria if necessary.

First English

Show off your English skills – get Certified!

Professional Plan



DynEd[®]

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