



edioma™ Company Backgrounder

Hispanics – Mobile Education Market

Hispanics are the fastest growing demographic in the United States, accounting for nearly 15% of the U.S. population and growing by over 2.1MM new immigrants per year. Many Spanish-speaking immigrants struggle with US acculturation issues due to poor English language skills, little-to-no Internet access, and limited knowledge of computers. Conversely, an overwhelming percentage of the US Hispanic population own a cell phone and rely heavily on such for Internet access, media downloads, and interactive messaging.

English is the international language of commerce, spoken by over 1.5 billion people in more than 170 countries. Fluency in English opens the door to continuing education, better-paying occupations, and improves access to government, health and legal services. English language capability also fosters a stronger sense of self-esteem and social status. Unfortunately, Spanish-speaking immigrants face significant difficulties in acquiring English as a Second Language (ESL), primarily lack of disposable income/time and disinterest in traditional language instruction methods (CD/DVD, classroom) due to the perceived opportunity costs. Affordable mobile technology, as a delivery medium for English language instruction, might address the above challenges.

This is why edioma™ exists.

edioma believes that advances in mobile technology should be used to improve overall quality of life, regardless of native culture or language. edioma was founded by a group of experienced information technology and telecommunications professionals who are dedicated to the idea of improving cross-cultural communication and education.

Crossing the Mobile Language Barrier: A Marketing Challenge

With the rise of mobile marketing, global brands seek opportunities to connect directly with mobile consumers, as traditional print, broadcast, and online advertising don't encompass the ubiquitous nature of a personal cell phone. As a result, mobile marketing expenditures are estimated to reach \$11B by 2010, with current mobile marketing campaigns exceeding \$125,000 in average annual costs.

In the United States, over 60% of the Spanish-speaking population owns a mobile phone, while less than 30% access the Internet at home. In addition, the average age for US Latinos is far younger (27 years) than for other ethnic populations (34 years). As a result, Hispanics exhibit greater proclivity (3-4X) toward mobile content purchases than other demographic. Mobile marketers and mobile carriers have therefore identified the Spanish-speaking market as a segment that far over-indexes in its use of mobile services and are allocating ad spend dollars accordingly.

edioma - Mobile Educational Games

edioma has developed a suite of bilingual (Spanish/English) mobile games that make learning fun for children of all ages. Studies show that children exposed to foreign languages before adolescence often acquire those languages with more ease and native-speaking ability than if they were to study those languages as adults. edioma develops mobile games with fun in mind, reinforced by solid academics and cutting edge technology; these games are designed to

teach basic vocabulary, math, and geography via proven mobile learning methods engineered in conjunction with the University of California Berkeley, University of Texas, and University of Georgia. idioma's first game, egoal™, is based on an imaginary soccer match and challenges kids to pair a new word with its English/Spanish equivalent, thus navigating down the field to take a "shot on goal." egoal incorporates music, pictures, and interactive movement to stimulate a child's imagination, thus increasing vocabulary assimilation and retention. Once a player has satisfactorily completed one level of vocabulary, egoal serves up more challenging words, provides the ability to maintain one's high score, and allows for download of new games.

idioma plans to release two more bilingual mobile education games by the end of 2007. These games will be available for download via AT&T Mobility, Sprint, and Verizon.

edigo – Mobile Language Instruction

idioma's next product (December, 2007) will be edigo™, a suite of context-specific, mobile language instruction services to provide native Spanish speakers a functional understanding of key "everyday life" English phrases. These lessons will be delivered as a service direct from mobile carriers, on either a paid subscription or ad-subsidized basis. Each edigo lesson will revolve around the most basic human communication methods: that being to "look, listen, and learn." edigo content will focus on the "what's" of functional phrase comprehension and pronunciation, unlike traditional language instruction, which attempt to instruct on the "why's" of grammar and verb conjugation. idioma's goal is to improve an end-user's ability to communicate effectively within a work, social, or academic environment. The idioma language kits provide basis phrases covering such topics as "On the Job", "Attending Classes", "Going to the Store", "Sports and Recreation", etc. Based on end-user subscription or click-through interaction, advertisers may then serve up relevant marketing or product information.

idioma is headquartered in Austin, Texas. For more information on idioma products, please call +1.512.851.1500 or email info@idioma.com.