

Innovative mobile learning system, nimbl, launched by Pearson Publishing

Thursday 5 June, 2014

Pearson Publishing, the well-established educational publisher, is today pleased to announce the launch of their innovative mobile learning system, **nimbl**, for schools, colleges and education providers.

Without doubt, the popularity and rapid spread of smart devices has increased their potential for use in education. The ground-breaking **nimbl** mobile learning technology has been designed and developed by the experienced in-house team, to meet the needs of learners, educators and organisations. **nimbl** offers a completely integrated solution for schools and colleges, and is designed to help them overcome many of the difficulties they face which are not currently addressed by existing products.

Commenting on the launch, George Pearson, Director and Publisher, said:

"We set out to develop something different for mobile learning, with the challenges facing educational organisations fully in mind. To achieve this, **nimbl**:

- is cross-platform - Android, Apple iOS and web - making it available to all
- offers easy mass licensing which is very competitively priced – making it both practical and affordable
- is engaging, involving and confidence-building for learners
- runs offline on phones and tablets – offering true anytime, anywhere learning
- focuses on what really matters to schools and colleges, pupils and parents – effective preparation for key tests and exams
- provides detailed feedback to learners, educators and institutions – adding considerable value for all."

Extensively trialled by schools and colleges around the country, the **nimbl** system and the mobile learning publications written and designed especially for it are proving very popular:

"The apps are well designed and engaging. Children could see how they would be used as an alternative to traditional texts."

Chrissie Shields, Year 6 teacher, Keldmarsh Primary School, East Riding of Yorkshire

"I like the feedback graphs. It is very obvious who has been doing the work, what they have achieved etc, which I haven't seen with any other programme."

Mark Ravenwood, Leader for Learning, Mathematics, Charles Dickens School, Kent

"I think the app is very good for people revising for their English GCSE. It has a lot of useful content as well as quizzes to test you."

Post-16 student, Great Yarmouth College, Norfolk

nimbl is launched with a range of ten Pearson Publishing mobile learning publications available for primary, secondary and post-16 settings, with more coming soon.

For more information, and to see online demonstrations, visit <http://www.nimbl.education>.

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Notes to editors:

The nimbl system has been developed by Pearson Publishing Ltd, Cambridge, UK which is quite separate from and unrelated to Pearson Education and Pearson Plc.

Further information: www.nimbl.education

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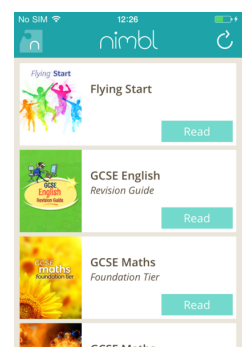
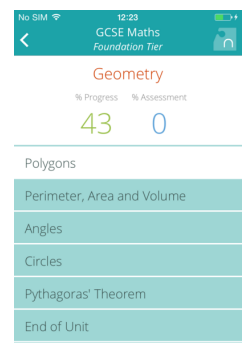
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'Twas brillig, and the slithy toves
Did gyre and gimble in the wabe;
All mimsy were the borogoves,
And the mome raths outgrabe.

"Beware the Jabberwock, my son!
The jaws that bite, the claws that catch!
Beware the Jubjub bird, and shun
The frumious Bandersnatch!"

He took his vorpal sword in hand;
I have time the morning sun for breakfast.



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