WORLD PHENOMENA – an innovative and comprehensive Solution for Upper Primary Schools powered by over 600 video clips from BBC Learning

Tuesday 21 January, 2020

AGEMSOFT have officially launched the "WORLD PHENOMENA" on the global market. BETT SHOW 2020, EXCEL London, stand ND42

London, January 21, 2020

AGEMSOFT, Europehave officially launched **WORLD PHENOMENA**to the global market.

WORLD PHENOMENA is an educational solution for upper primary schools consisting of seven separate products (Water, Air, Sun, Culture, Communication, Human, Money) which offers the teacher a new modern way of **teaching contextually**, emphasizing **the development of 21st century skills**in classroom and **motivating children to become engaged and active in learning**.

WORLD PHENOMENA encourages and motivates students to become active learners through gamification and highly interactive content. This multi-media rich solution supports blended-learning trends combining digital activities, video clips from BBC Learning – a division of BBC Studios – with printed modules for teachers and a classroom board game for students.

WORLD PHENOMENA offers an innovative, comprehensive, ready-made and standalone method with flexible usage scenarios. WORLD PHENOMENA ecosystem includes 2,000+ interactive activities, 600+ video clips from BBC Learning and 600+ interactive exercises.

Jan Trubac, CEO, AGEMSOFT says: *"We have been on the digital education market in Central Europe for 20 years, with thousands of schools, tens of thousands of teachers and hundreds of thousands of pupils and their parents using our products. We are pleased that our work with BBC Learning has created a unique WORLD PHENOMENA solution, which we are now launching onto the world market. The goal of WORLD PHENOMENA is to inspire teachers to implement digital technologies to education in a meaningful way, to introduce the latest trends in education and to offer modern educational materials that can adapted to any National Curriculum. Teachers can apply innovative methods in practice as they do in Finland. WORLD PHENOMENA is now ready for licensing for the markets of Europe, Africa, USA and Asia."*

More info about the WORLD PHENOMENA: www.worldphenomena.eu

About AGEMSOFT

AGEMSOFT is a company from Central Europe, Slovak Republic, with more than 20 years of experience in digital education, working with thousands of teachers and schools. We are the largest provider of digital content to the Ministry of Education in the Slovak Republic and the only digital education company covering from pre-primary through to secondary education on the Slovak market. We offer B2B, B2G and CSR solutions for digital education focusing on innovation, content & implementation of know-how including a marketing & communication strategy. Our partners: BBC

Learning, Ministry of Education of the Slovak Republic, Atos, Samsung, Raiffeisen Bank, EDULAB, IBM, Microsoft, Slovak Telekom, Sanoma Learning, The British Council and others.

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