

Phonetics Focus Apps scoop English-Speaking Union President's Award



Focus on Phonetics

Adrian Illingworth, CEO at Cambridge English Online Ltd, creators of Phonetics Focus mobile apps, receiving The English-Speaking Union President's Award 2011 from HRH The Prince Philip, Duke of Edinburgh at Buckingham Palace. *(Photo credit: Gigi Giannella)*

Digital education specialist, Cambridge English Online Ltd, has picked up one of the English teaching world's highest awards as its Phonetics Focus mobile apps won the English-Speaking Union President's Award 2011 at Buckingham Palace.

Presented by HRH The Prince Philip, Duke of Edinburgh, the annual ESU President's Award is given for innovation, and the successful use of technology, in the teaching and learning of English as a first, second or foreign language.

Following the Company's win, Adrian Illingworth, CEO of Cambridge English Online Ltd, said: "We're delighted to win this award. It's great to know that the ESU's judging panel of leading digital and teaching experts love the apps just as much as our thousands of Phonetics Focus app customers do."

He added: "Hundreds of thousands of learners from across the globe enjoy our free, web-based version of Phonetics Focus each year. Adapting the resource for mobile was the logical next step to meet the demand for more portable and flexible English learning and teaching options. Our app sales are proving this too! We're now planning an exciting update to the iPad version to celebrate our win."

Commenting on the Award, the ESU judging panel said: "The Phonetics Focus app is easy-to-use, elegant in its design and intuitive simplicity, full of sound language and teaching content, and stamped with imagination and innovation. It is the first mobile phone app to be awarded this prize."

Established in 2002, Cambridge English Online Ltd. works with many of the world's most-respected teaching and publishing organisations and has created thousands of digital songs, stories, games and mobile apps for learners and teachers of all ages and abilities across the globe.

ESU
PRESIDENT'S
AWARD 2011
Winner

For more information on
the Phonetics Focus iPad and iPhone apps,
search for 'Phonetics Focus'
on your local Apple App store.

Available on the
App Store

