'Something Fishy about Arabic' App Launched to Promote Interactive and Engaging Learning of Arabic Language Among Kids

DUBAI, United Arab Emirates, 1 November, 2012- Addressing the broad concerns faced by expat parents in the Middle East, a new Arabic language learning application- 'Something Fishy About Arabic'- for Apple iOS devices has today been launched on the Apple App store. Arabic is a compulsory subject in all schools across the Middle East and the app, which is targeted at children aged 3 to 7, closely parallels school curriculum to promote learning in line with school requirements.

Speaking about the need for such learning aids for the Arabic language, Maria Menezes, Developer of the app said, "As most expats in the Middle East can comfortably communicate solely in English they never feel the need to learn Arabic and draw a blank when it comes to teaching it to their children. Furthermore, current learning processes are underdeveloped and study materials are rarely engaging which is why so many children who do well in Arabic right though school do not actually gain anything more than just the ability to read the language."

"We have worked closely with Knowledge and Human Development Authority (KHDA) and schools across the UAE to understand the failings of the current system and to identify how we could go about remedying these. By striking a perfect balance between education and entertainment, 'Something Fishy About Arabic' holds the child's attention and presents them with a challenging but fun learning experience."

While 'Something Fishy About Arabic' isn't the first such app to be launched, it is unique in that it is the first resource that encourages parents to learn alongside their children. The application has been divided into three comprehensive modules which are designed to teach, review and reiterate and finally test progress in a manner which makes children 'think about what they have learnt'. The learning modules teach Arabic characters and numbers by combining both visual and phonetic aspects to create a holistic learning experience.

The app is a well designed, friendly, innovative and simulative learning resource. Features such as vivid and bright colours, friendly in-game characters, rewards systems and playful voice-overs have all been incorporated into the app to ensure maximum appeal to children.

'Something Fishy About Arabic' is currently available solely for the iOS platform and can be downloaded from the Apple App Store. Caramel Theory now plans make the application available to a

broader audience by releasing a version for the popular Android platform and by integrating it with Smart TVs and Smart Board devices.

To download 'Something Fishy About Arabic', please visit:

http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewContentsUserReviews?id=545241195&onlyLatestVersion=true&pageNumber=0&sortOrdering=1&type=Purple+Software

Supporting App Reviews:

Dominicandsumi

An app (for iOS devices) I had been waiting for since I learned of its coming. Something Fishy About Arabic is edutainment (educational entertainment) for our little kids to learn arabic in a fun way and we can join in too! I had previously tried a few other arabic apps with my son and he was no so impressed, but this has got him 'hooked'! Amazing app and a must have for all iOS device owners with primary school going kids who will have to learn Arabic at school.

Aniy Riya

This is one of the most educational Arabic games and is very creative for kids. As I am a kid my sister and I love it a lot. I hope you make many more games like this in different languages.

-Ends-

Photo Caption: 1) Screenshots of Something Fishy About Arabic
2) Customer reviews for Something Fishy About Arabic

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