

FOR IMMEDIATE RELEASE

KooBits Partners With APMOPS For Next Generation Maths Olympiad Program

Singapore (01 Sep 2013) – KooBits, a Singapore-based education technology company has partnered with the organizer of the Asia-Pacific Mathematical Olympiad for Primary Schools (APMOPS) to develop a next generation learning program that powers its official contest questions.

The new Maths Olympiad program aims to raise curiosity and to develop passion and interest for Maths problem solving among our pupils. The traditional format of Maths competition is usually a single-test event. The new Maths Olympiad program transforms Maths problem solving into daily learning activities, and enables students to tackle Maths challenges as and when they are free and willing, and yet retain the element of competition.

Instead of spending months of preparation work, now students can attempt challenging Maths questions in a byte-sized format and see his or her scores accumulated over a long period of time. This is designed to sync with the MOE's "Teach less, Learn More" vision of focusing more on the process of learning, to build confidence and capacity in our students, and less on the product. This development is also a response to the technology boom in smartphones and tablet computers which has transformed lifestyles and created a lot of opportunities for learning on the go.

"I think we are going to see a big wave to re-design traditional learning systems and content to cater to the new digital lifestyle. The world of learning has moved in so many directions because of the proliferation of mobile technologies," said Stanley Han, who spent 8 years in the field of educational technology as the chief at KooBits, "Lifestyles have shifted away from the time when learners had a couple of uninterrupted hours to immerse themselves in educational activities. Students today are super multitaskers who are increasingly squeezing their daily activities into sessions of ten minutes or less scattered throughout the day. Students' time is being eroded by more things outside of education in the world they live in now. We want to re-design our content to cater to the new lifestyle."

This Maths Olympiad program provides a stimulated test and real-time challenge environment for students to assess their performance via its auto-scoring mechanism. Finally, the detailed solutions provide students with a solid understanding of new Maths strategies and solutions.

The KooBits Math Olympiad program is now available for local schools. The proceeds from the sales of APMOPS contest questions will go towards helping needy students improve their Maths skills. For more information on this program, please contact KooBits

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About KooBits

KooBits engages the digital kids and uses latest technology to deliver primary education essentials to children around the world. With the vision of being the global classroom for primary education, KooBits represents the culmination of dedicated effort from our staff and many partners in our devotion to bring quality education and learning to children. It is one of the most exciting learning platform for 4 to 12 years old. KooBits is a fully owned subsidiary of Personal E-Motion Pte Ltd, a technology spin-off from the National University of Singapore.

About APMOPS

APMOPS is a prestigious international Maths contest organized by Hwa Chong Institution. Since its inauguration in 1990, APMOPS has attracted thousands of top students from Australia, Brunei, China, Hong Kong, India, Indonesia, Vietnam, Malaysia, New Zealand, Singapore, South Korea, Taiwan and the Philippines.

This project is a CSR (Corporate Social Responsibility) collaboration between Hwa Chong Institution and KooBits.

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