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[Chinese Version](#)

> Our Character “**Dou-Dou**” (Bean or Seed)  
Pronounced “*dough-dough*” or “*doe-doe*”

## “ONE WORLD, ONE CLASSROOM”

New Learning System & Learning Center Speed Early Childhood Development  
Global Knowledge Exchange Inc & Beijing Learning Bean Technology Company Ltd  
Announce China-wide Roll-out of Integrated Hardware/Software/Services Solutions

“Dou-Dou” for the Home > Innovative i-Paper based Intelligent Learning System for Children Ages 0-6  
“Dou-Dou” for the Pre-School > Learning Center Maximizes Development Potential in Children 3-6

Global Knowledge Exchange (GKE), a U.S. company, and Beijing Learning Bean Technology Company are proud to announce the availability of a low cost, fully integrated **portable classroom** system for home and pre-school. The new **Dou-Dou** system is the result of a major 10-year joint R&D program between GKE and Learning Bean and on a successful 4-year pilot with over 10,000 Chinese preschoolers. The system is designed to speed early childhood development and to maximize the **development potential** in children ages 1 to 6 as well as infants. It’s a complete solution kit and includes: (a) intuitively easy to use technology tools with built-in intelligence (the “magic pen”, interactive iPaper and programmable iStickers etc) that parents, teachers and children take out of the box and with little effort start using almost immediately, and (b) a well organized and comprehensive multi-level curriculum arranged in logical sequence for ages 0 to age 6. The system is suitable for use in the home by a parent with a child age 0-3 and also in pre-school by teachers (even inexperienced teachers) with children ages 3-6. The Dou-Dou Learning System and Learning Center will be available throughout China starting on **March 25**.

The key insight driving the successful development of Dou-Dou has been the recognition by GKE and Learning Bean that teaching children age 0-6 is entirely different from the traditional way older children are taught – and that these younger 0-6 children (compared to older K-12 children) need to master entirely different kinds of skills to unlock their full potential. The decision to expand distribution to all of China starting in 2011 is in direct response to the mandate from the China Ministry of Education for a more complete and higher quality pre schooling curriculum. No other company in China offers a proven solution like this for early childhood development. No other company has a product that even inexperienced teachers can master with minimum training. The product promises to revolutionize early childhood education by helping to bridge the gap between pre-school and K-12 while at the same time recognizing the differences between pre-school and K-12. The goal is to reach at least 1,000,000 children the first year.

The Dou-Dou pre-school system is being made available as a **low-cost system kit**, including everything the parent, child and teacher need: hardware, software, lessons and support services. The system doesn’t require a parent or teacher with any special technical abilities. And even parents or grandparents or teachers who have not previously taught a child age 0 to 6 can use it. The comprehensive 6-year curriculum sequence is designed to teach age-appropriate skills and students progress in a logical step by step fashion to increasingly challenging lessons. Learning activities are guided by a modern well-researched educational methodology.

The Dou-Dou system works by optimizing the developmental potential of each child in a total way – i.e. **the whole child**, the whole brain. Specific system tools include the intelligent iPaper which children interact with using a magic talking pen. There are also the intelligent programmable iStickers and a set of ready-to-use pre-programmed learning activities for home and kindergarten in each lesson package. Examples of specific system capabilities include for high-tech multi-level assessment module for measuring each child’s potentiality (and any possible deficiencies). And for children ages 1-3 there is a multi-level parent/child game based on an early reading curriculum. For Ages 3-6 there is a curriculum designed to teach concentration! There is even a multi-lingual interactive poster environment

There are many reasons parents and teachers will want to consider purchasing this new system for their young children: its intuitive ease of use, the intelligence with which the system guides the child, the built-in real-time assessment tools, the compactness and portability of the design, the way everything is so neatly packaged, the easy affordability of the system, the way it actively engages the child in a total sense, the way the teacher can operate the system even while walking around the classroom, the depth and completeness of its pre-school curriculum, and the important fact that the system is so totally open-ended and makes it easy to add new modules and new interactive study materials at any time. The system represents a major breakthrough for pre-schooling in China. This kind of pre-school learning system and learning center never existed before and it’s already being used successfully by over 10,000 preschoolers in China.

**THE “MAGIC PEN” – AND THE “MAGIC BOX”**

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2 3 4 5 6

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**IN SUMMARY:** The Dou-Dou system is an U.S. invention which GKE is bringing to China with help from our partner Beijing Learning Bean. The system has 4 core components:

- 1 – Scientifically proven assessment methodology**
- 2 – Technology-enhanced curriculum**
- 3 – Learning team concept (parent and child - or children with teachers)**
- 4 – Active REMOTE support services**

The designers and developers of this classroom system are experts in pre school education and understand the processes by which children ages 0-6 learn new skills. They have provided an easy to use fully integrated hardware/software/content/support solution and the system is built around a scientifically based and proven learning methodology. By using the Dou-Dou system children are able to master learning skills such as attention (attentiveness) and creativity and the system also greatly improves their learning productivity. The system is already transforming early childhood development in China with its systematic approach to technology and curriculum. And there are new tools and new curriculum modules always being added. The best way to understand the potential of Dou-Dou for the future of pre-school education is that it is a complete “ecosystem” including theory, methodology, technology, peopleware, and remote support services.

**A Snapshot of Dou-Dou’s “Intelligent Early Reading System”:** The famous British children’s writer Derek Matthews is the author of this book set. Over 13 million copies have been sold previously. The new multi-level Dou-Dou version can be enjoyed by children in 4 different ways:



**MODE # 1** > Self Playing Multi-Lingual Storytelling Mode - in both English and Chinese!

**MODE # 2** > Parent and Child Interactive Mode - They are able to read the book together!

**MODE # 3** > Classroom Group Instruction Mode Guided by the Teacher

**MODE # 4** > Game Mode

**Dou-Dou’s Multi-Level Intelligent Early Reading System**

*For additional information go to:*

[www.gke.com](http://www.gke.com)

[www.gkefoundation.org](http://www.gkefoundation.org)

[www.xuexidou.com](http://www.xuexidou.com)

<http://www.xuexidou.com/A-1.html>

If you would like more information about Dou-Dou pre-school products from GKE and Learning Bean, or to schedule an interview with Mr. Chang, please email Randy Rankin at [rankin@COMWEB.com](mailto:rankin@COMWEB.com) or telephone him at 973-890-0010