

FOR IMMEDIATE RELEASE

AlefBet OTG (On-the-Go) App for iPhone/iPad teaches kids to read and write the Hebrew alphabet

Dad creates Hebrew alphabet app as a labor of love for his wife and children

LOS ANGELES—Mb2media announced the immediate availability of the **AlefBet OTG (On-the-Go)** app for iPad and iPhone. Designed to introduce children to the Hebrew alphabet and vocabulary words, the app interface is intuitive enough for toddlers to explore Hebrew sounds and images, yet rich enough for older students to enjoy learning how to write and pronounce Hebrew letters and words. Hand-drawn artwork depicts Jewish ritual objects, animals, fruits, and other natural images, and an interactive tracing tool provides a smooth learning experience.

This is the first commercial app from Mb2media owner and Temple Sinai of Glendale (CA) member, Matthew Brownstein. He explains, "It came about from my wife trying to find a good introductory Hebrew app for our boys. There were only a couple of apps out there, and they had poor audio quality and clip art. We wanted something that would familiarize kids with Jewish concepts and culture, teach them some simple Hebrew words that they might hear in prayers or songs, and had an interactive tracing tool so they weren't just passively turning pages." Matt adds, "Since my wife is in the process of converting to Judaism, she also wanted an app with English transliterations so she could help our sons—and learn some Hebrew herself. Eventually I started building our own app with a developer friend [from Smiley Hall LLC], and after about a year of development, it's in the iTunes Store. We are eager to see how it is received by other kids learning Hebrew."

Children, parents, and Jewish clergy were all consulted during app development to ensure its accuracy and appeal, and a native Hebrew speaker provided the voiceover audio. After trying it himself, Rabbi Rick Schechter of Temple Sinai of Glendale said, "AlefBet OTG is an enjoyable journey of discovery, learning, and love of the Hebrew alef-bet. I highly recommend this app!"

Features:

- A tracing mode, activated by the pencil icon, allows users to write Hebrew letters, including optional hints that label the stroke order and direction.
- An exploration mode, activated by the magnifying glass icon, introduces vocabulary words beginning with each letter and includes a picture, Hebrew word, English translation, and English transliteration.
- Clear recordings of a native Hebrew speaker or child pronouncing each Hebrew letter and word are activated by pressing the microphone icon.
- Fun features engage young learners, such as different background colors to choose and amusing sounds to accompany user actions.
- Page scrolling and letter display occur from right to left, to mimic the correct direction of reading Hebrew.
- No ads or in-app purchase options means parents have peace of mind while their children learn.

Pricing and availability

AlefBet OTG is available now for \$1.99 at the iTunes store. AlefBet OTG is designed for iPhone 4 and above and iPad 2. AlefBet OTG requires iOS 5.0 or higher.

iTunes App Store link: <https://itunes.apple.com/us/app/alefbet-otg-on-the-go/id731023355?mt=8>

Additional Information

A limited number of Promotional Codes are available to members of the media, educators, and clergy. Contact Matthew Brownstein, Mb2media owner, at alefbet@mb2media.com.

High-resolution screenshots, icons and other related media are available for download at <http://mb2media.com/alefbet/>

About Mb2media

Mb2media offers a wide range of education and scientific visualization services, including 2D and 3D animation, virtual environments, illustration, user interface design, and mobile and tablet applications. Find out more at <http://www.mb2media.com>.

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50-Word Release

Mb2media introduces **AlefBet OTG (On-the-Go)**, for iPhone and iPad, to teach kids how to read and write the Hebrew alphabet. Features include hand-drawn artwork, interactive tracing tool, and clear audio recordings. Available at the iTunes app store for \$1.99, find out more at www.smileyhall.com/alefbet.

25-Word Release

Mb2media introduces **AlefBet OTG** for iPhone and iPad to teach reading and writing the Hebrew alphabet. Available at iTunes app store for \$1.99. <https://itunes.apple.com/us/app/alefbet-otg-on-the-go/id731023355?mt=8>

For Facebook

Check out **AlefBet OTG** for iPhone and iPad. Learn to read and write the Hebrew alphabet. <https://itunes.apple.com/us/app/alefbet-otg-on-the-go/id731023355?mt=8>

For Twitter

Check out **AlefBet OTG** for iPhone & iPad. Read & write Hebrew!
<https://itunes.apple.com/us/app/alefbet-otg-on-the-go/id731023355?mt=8>