We enable a world where fluency in English is attainable for everyone

MOBILE ENABLED
FORWARD LOOKING
RESULT FOCUSED
INTEGRITY
INTUITIVE

We are
- developers and holders of a patent for the world’s first multimedia language teaching CD-ROM.
- pioneers of the use of Speech Recognition (SR) technology in multimedia language teaching
- providers of the world’s most sophisticated multimedia language teaching software across more than 70 countries on 6 continents

We have
- more than 28 years of industry-leading English language teaching experience
- more than 40 international awards honoring nearly every single one of our courses
- more than 25,000,000 learners worldwide who have benefitted from DynEd

We offer
- brain-based multimedia English learning solutions built on the insights and best-practice research of cognitive psychology and neuroscience
- nearly 30 courses and programs to meet the needs of English language learners of all ages and levels of proficiency
- a powerful learning management system to support teachers and operational efficiency

DynEd operates through belief DynEd: A Global Company

The name DynEd stands for Dynamic Education, and reflects the always-evolving, cutting-edge approach that the company has long taken towards the improvement of English language education around the world.
DynEd’s Development in China

"DynEd Kids", a program designed and created for elementary school students and based on the new curriculum standards of the Chinese Ministry of Education, is officially released to rave reviews.

Reading for Success, DynEd's first reading course, is released and immediately wins an EDDIE at the 2014 Annual Education Software Review Awards as the Best Multi-Level ELL Reading Course.

Grasping mobile internet trends, DynEd releases its first full mobile application solution, the DynEd Mobile Ecosystem.

With China at the core of its comprehensive strategic plan for the Asia-Pacific region, DynEd will continue to add to its strength in research and development and raise its service levels.

DynEd formally enters the field of Aviation English with a global news conference in Beijing announcing the release of DynEd's Aviation English courses.

Web International English and DynEd embark on a comprehensive strategic partnership.

Guanghua School of Management, part of Peking University, along with a number of other famous universities and leading Chinese English teaching institutions, become DynEd’s first customers in China.

The DynEd Global Partner Summit was held in Beijing. Top educational institutions from over 30 countries around the world shared teaching experiences and discussed the future direction of English teaching.

DynEd China is officially established in Beijing as a subsidiary of DynEd International, Inc.

Beijing University of Aeronautics and Astronautics (BUAA) and other top Chinese civil aviation universities formally choose DynEd's Aviation English courses to accelerate the learning process of their pilots and air traffic controllers, and ensure they successfully achieve the required ICAO4 English fluency level.

CCTV9’s Dialogue program joins with DynEd to create a new advanced level listening strategies course: Dialogue.

2011

2012

2013

2014

2015

2003

2006

2008

2010

2011

2012

2013

2014

2015
Creating the Perfect Combination of Science, Technology and English Teaching

Intelligent Design for Guaranteed Results
A focus on English listening and speaking skills for nearly 30 years
Authentic American and International English
Study methods that reflect the principles of how the human brain actually learns.
Personalized programs that adapt to the performance of each student

DynEd’s Core Pedagogical Principles
A 21st Century Blended model
A unique, scientifically sequenced, concept-based syllabus
An approach based on the most advanced theories of learning from the cognitive sciences

Comprehensive Support for Teachers
A powerful learning management system
Practical classroom lesson plans teaching content
Real-time assessment of learning outcomes
Accurate grading evaluations

Sustainable Development of Operations
Operations management assistance
Strict quality monitoring
Accurate teacher management
Comprehensive DynEd Solutions

- Kids English
- Business and Vocational English
- Academic English
- English for University Students and Adults
- Mobile Learning Applications
- Teacher and operational data management systems

- Teaching and Operational Support Services
- Consultative Guidance on Program Design and Implementation
- Curriculum Design
- Teacher Training and Certification
- IT Deployment and Technical Support
- Monthly Data Tracking and Reports
- Ongoing Customer Service

- DynEd Professional Courseware APP
- DynEd Supplementary Courseware APP
- My DynEd APP
**Kids English Package**

Helping kids love and learn English in a natural and fun way!

- Core Curriculum
- Concept-oriented syllabus design
- Designed for children aged 4-11
- DynEd Kids
- Let’s Go
- Vivid cast of animated characters
- Fun interactive learning experience and enhanced practice model
- Catchy songs, daily conversation and school topics

**Academic English Package**

Unique academic English courses that provide young learners with the language skills they need in listening, speaking, reading and writing to succeed in any educational environment, anywhere in the world.

- Core Curriculum
- Concept-based syllabus design
- Created for young learners ages 11-19
- Designed to develop oral skills, improve reading fluency, and to foster critical thinking in English
- Rich subject content covering mathematics, physics, chemistry, geography, history, biology and more
- Curriculum built around real-life campus scenarios

- Key Features
- First English
- English for Success
- Reading for Success
- The Lost Secret
- English by the Numbers
General English Package for University Students and Adults

Say goodbye to poor oral English! Efficient learning methods save time and cost by up to 60%!

Key Features
- New Dynamic English
- English by the Numbers
- First English
- Clear Speech Works
- The Lost Secret
- Dialogue
- Advanced Listening
- Test Mountain

Core Curriculum

Core Curriculum

Key Features

Covers a wide variety of important business topics, including numerical operations, charts, job interviewing, company description, and work experience, comparing products, discussing future plans and strategies, and negotiations.

Effective exercises, intelligently designed course, and sophisticated sequencing which accelerate the learning process and guarantee success.

A concept-based syllabus that provides the language framework and essential vocabulary required for everyday life and work.

Comprehensive solutions for everyone from absolute beginners up to English language learners at intermediate and advanced levels.

Designed and created for older teens and adults who urgently need to improve their ability to use English.

Say goodbye to poor oral English!
Efficient learning methods save time and cost by up to 60%!

Business and Vocational English Package

Improve your work efficiency and business success! Seize bigger career opportunities!

Key Features
- DynEd Business Series
- Aviation English
- Hospitality English
- Clear Speech Works
- Dialogue
- Advanced Listening
- Cabin Crew Speaking Practice

Core Curriculum

Core Curriculum

Key Features

Business English

Vocational English

Helps learners engage confidently in presentations, interviews, meetings, and discussions, and enhances their ability to deal with problems in a variety of business scenarios and multicultural contexts.

Cabin Crew English: Created to help flight attendants improve customer service, enhance their airline’s image, and assure cabin safety.

Hospitality English: Designed especially for the hotel and tourism industry, satisfying requirements for all work posts from reception to restaurant workers and guest services.

Ensures accurate communication, operational safety, promotes efficiency, improves service quality.

Supports students from ICAO1 to the minimum required level ICAO4 and beyond.

Say goodbye to poor oral English!
Efficient learning methods save time and cost by up to 60%!

Seize bigger career opportunities!

Improve your work efficiency and business success!
Intelligent Assessment and Learning Management System

The DynEd Testing Program

- Comprehensive
  - Includes Placement, Speaking, and Achievement Tests to provide an accurate and on-going evaluation of English proficiency

Individual

- Uses a large item bank of questions so that no two tests are identical

Computer-adaptive

- Automatically adjusts the length and difficulty of each test according to individual student performance

Accurate, convenient and fair

Study Path Manager

- Sets and manages a personalized learning path for each student
- Assigns courses and learning content based on student’s Placement Test score
- Automatically unlocks new content based on student’s accuracy and performance

Intelligent Tutor

- Records all student study activities, including courses and lessons studied, dates and times studied, scores on exercises, correct speech recognition attempts, Mastery Test scores, completion percentages, etc.
- Also monitors and evaluates student study behavior, such as total hours and frequency of study, use of course functions.
- Provides students with real-time feedback and suggestions
- Quantitative scores and detailed analyses help teachers provide learners with personalized guidance and recommendations for improved study efficiency

Automatically-Generated Reports

- Administrator, class level, and detailed individual student reports
- Weekly, monthly, full semester, or annual reports
- Grading reports based on teacher-set targets
- Certification Reports

English Proficiency Levels
DynEd Mobile

MyDynEd App

Download our Productivity App for free and take advantage of all the benefits our mobile solutions have to offer.

DynEd Pro Line

DynEd courses available on smart devices
DynEd Pro brings the full suite of DynEd’s professional courseware to mobile devices, making studying with DynEd easier than ever before!

Extended your Blended Learning experience
Designed to work with our blended-learning model, our courses will allow you to combine technology-assisted study with live instruction from a certified teacher or coach.

DynEd Pro is for DynEd students with a current user-ID
If you are not yet a student, visit our mobile website and we’ll help you find a school in your area that will get you started on the road to English fluency.

DynEd Plus Line

Apps with English language content you’ll love!
The DynEd Plus line begins with Conversations apps to develop your listening and speaking skills, whether studying on your own, or as a complement to DynEd Pro.

Start your English language journey today!
Visit our mobile website for more information on how you can complement your English studies with the mobile solution that best fits your learning needs.

At mobile.dyned.com you can also:
- Take the DynEd Plus “Assessment” test
- Track your progress with “My Records”
- “Find a School” near you
- Check your DynEd profile...and much more!
**Turkish Ministry of Education**  
**Turkey**

DynEd was adopted by the Turkish Ministry of Education for Grades 4-8. In 2007, the Turkish Ministry of National Education signed an agreement to provide DynEd courses for students in Grades 4-8 nationwide. DynEd's blended approach was viewed as the best way to scale up to meet this critical need. There were approximately 8.5 million students in these five grades in 22,000 schools around the country, and DynEd was expected to reach about 5 million who have access to computers in school at this time. Home study for additional practice was also available as an option for students with access to computers at home. Courseware covered under the agreement included DynEd's courses targeted at this age group, First English and English for Success. The agreement was signed at the Ministry offices in Ankara with much fanfare by the Minister of Education, Dr. Huseyin Celik, and DynEd's local channel partner, Mehmet M. Bayraktaroglu, Chairman of FuturePrints, of Istanbul. The Chairman of the National Board of Education also participated in the festivities. The agreement covered installation and teacher training to allow the launch of the DynEd courseware with the start of the new academic year in September 2007. The project continued to expand over the next three years toward its goal of reaching as many of the students in these five grades as have access to computers.

**Showa Women’s University**  
**Japan**

Kevin Ryan, Associate Professor at Showa Women’s University, shares some thoughts on successfully using DynEd in his lab: “One of the ways I use New Dynamic English is by announcing to my students, a week in advance, the topic we’ll be practicing. For example, this time I announced that the topic would be Energy and pointed the students studying Level 3 to the appropriate place. The conversation the following week was more stilted than free conversation, but they were trying out new language, new structures, and new vocabulary. This was really enlightening to see.”

“Now I pick a topic covered in a DynEd level each week and that gives my students an opportunity to really put their DynEd work to use. The synergy in the classroom is great!”

**Peking University’s Business School**  
**Beijing, China**

For more than six years, MBA students at Peking University’s Guanghua School of Management have participated in a semi-intensive 12-week English program run by DynEd’s training partners in China. More than 2000 students have completed the course to date. School officials report that “we are very happy to see that we made the right choice to select DynEd, and we are very proud that we’ve made some contributions to its development as well.”

**La Cañada Unified School District**  
**California**

La Cañada Unified School District is a high performing K-12 public school district, home to approximately 4000 students. All four schools are California Distinguished schools. Lindi Dreibelbis Arthur, Director of Assessment, Research and Consolidated Programs, reports: “Our EL population is small and growing rapidly. Students come to us from many different language backgrounds and it is quite difficult to find staff members who can assist them in their primary language. DynEd has been fantastic! The software programs are a great resource for teachers and kids love it! We have seen remarkable progress in student performance for those who use the programs regularly.”

“The support and follow-up from the DynEd staff is top notch. It has been a pleasure to work with representatives from the company. They are very responsive and creative which made the installation implementation of the DynEd programs very smooth. We also offered the use of the software programs to adults in our community to improve their English. DynEd is not only an excellent tool for our students, but also a valuable asset for our community as a whole.”

**Aviation English Training**  
**Worldwide**

DynEd’s Aviation English Course has been adopted by major airlines and training academies around the world, preparing learners for flight training and exam certification. Clients for DynEd’s Aviation English program include:

- Air Astana
- Air China
- Air China Cargo
- Airbus China
- Beihang Flight College
- Boeing Shanghai
- CAA
- China Eastern
- China Southern
- Civil Aviation Authority of China
- Civil Aviation Management Institute of China
- Dynamic English Training Academy

DynEd aviation students pass these examinations:

- VERSANT (FAA)
- TELPA (Korea)
- TOEFA (Canada)
- PEPECA (China)
- RELITA (China)
- TEA (U.K.)
- TELLCAP ( Russia)

**USAID Project**  
**Sri Lanka**

The English-Computer Based Learning Project (E-CBL) designated 8 training sites around the country, working with 150 instructors and technical staff members, to introduce DynEd courses and learning methodologies. The project proceeded in 3 stages:

1. **First, an initial technical audit, and training of technical staff and software installation;**
2. **Second, DynEd conducted a 5-day teacher training course at each site;**
3. **Third, a 1-day refresher training visit to the 6 successful sites by the project coordinator.**

Teachers used the program initially, and then introduced it to their students (over 1,000) in the weeks following. The teachers used DynEd’s Records Manager to monitor student progress.

Teachers and students have embraced the program. The sites are adding users and asking for additional DynEd courses. The interest in English language improvement in Sri Lanka is clear, even in the remote sectors of the country.

For this project, DynEd received a rating of Excellent, with this comment: “There are no quality issues, and the Contractor has substantially exceeded the contract performance requirements without commensurate additional costs to the Government.”