



# LEARNING FOR THE 21<sup>ST</sup> CENTURY

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A smart-learning solution  
for  
academic excellence



## **T A B L E   O F   C O N T E N T S**

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# **ABOUT CHUNGDAHM**

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# INTRODUCTION

CHUNGDAHM's mission has always been to inspire, nurture and bolster the aspiring minds and character of tomorrow's leaders during their formative years.

Today, CHUNGDAHM has become an integrated educational solution provider by undergoing a full-fledged global transformation – a hybrid online/offline solution innovator.

Conceived and developed entirely in house building on years of persistence on uniquely excellent framework, our service-based learning solutions integrate state-of-the-art technologies, learning philosophies and experience-based methodologies.

The result is a unique blend of adaptable curriculum, passion for learning, technical expertise and real-world experiences *to truly improve the learning process.*

Incorporated	in 2002; listed on KOSDAQ (2008)
Annual Revenues	USD 130 million
Workforce (HQ)	345
Customers	128,000+
HQs	Seoul / Boston / Irvine / Washington DC / Manila
Business Areas	Learning Center, Educational Content & Platform Solutions (offline & online)





# WHAT WE DO WELL

We provide real service-based learning solutions

## 1

### Service

With over 15 years' experience providing premium education to students, we continue to give clients the best service possible.

## 2

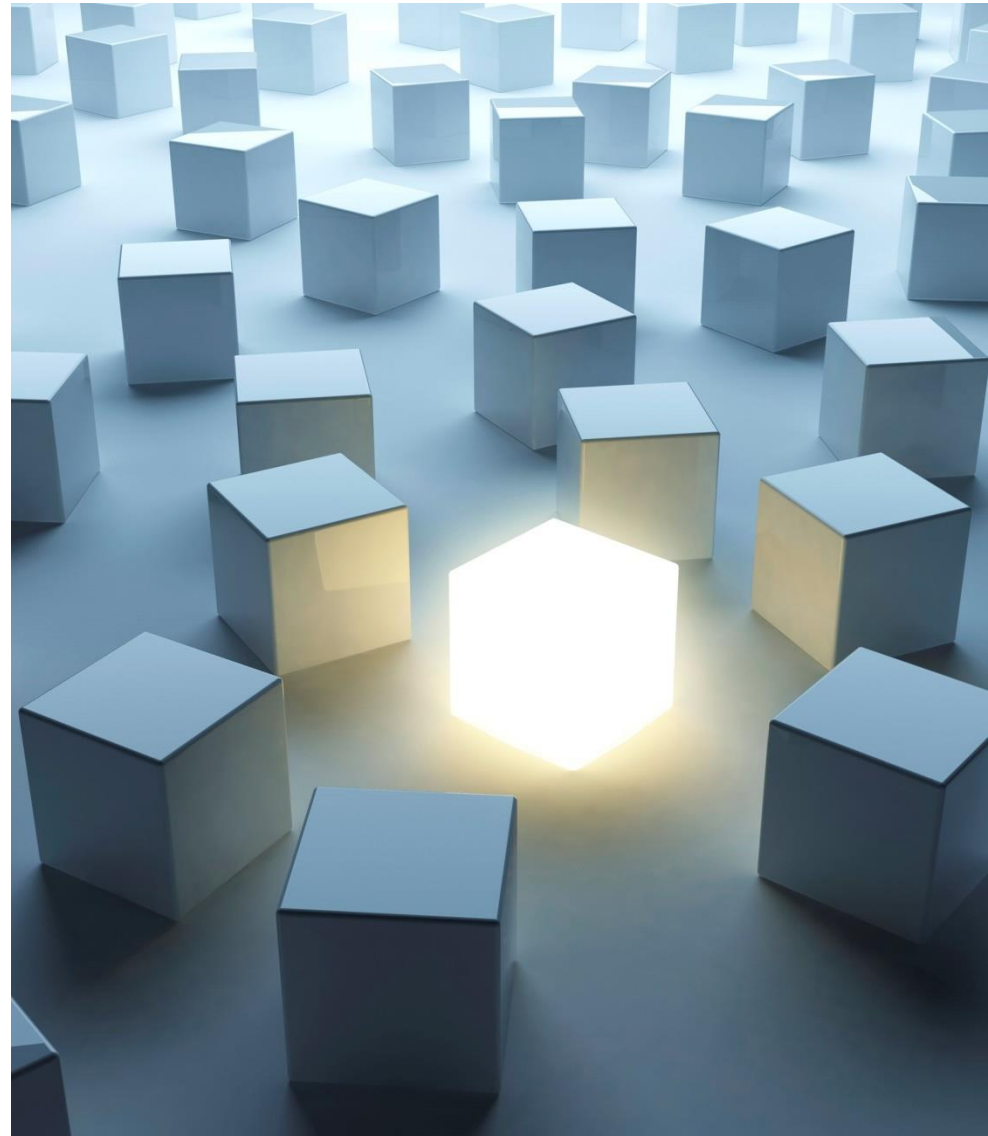
### Curriculum

Our **Curriculum R&D center** specializes in language acquisition, extensively researching and planning textbook pedagogy with a broad sweep over global standards.

## 3

### Solution

Providing teachers and students with the most advanced tools has been the mission of our **Platform R&D center**, who has created one of the most advanced learning platforms today.



# OUR PRODUCT SERVICES

How we make education better

## R&D

### Curriculum

- Award-winning curriculum formulation since 2002

### Platform

- 15 years leveraging technologies to enhance learning for students and classroom tools for teachers

## Loudclass Solution

### Author & Cloud

- A **dynamic authoring** tool that gives curriculum administrators and teachers the power to make interactive smart textbooks.

### Interactive

- A powerful software solution with integrated tablet-based learning for the digital classrooms
- **Tested & proven in wide-scale implementation**

## fHR

### Recruiting

- Operating out of Boston and Seoul since 2005

### Training

- Since 2005, our professional trainers have given teaching instruction to over 5,000 new faculty

## CDP Assessment

### CHUNGDAHM Philippines

- Established in Manila in 2008 for critical feedback to CHUNGDAHM's students on writing skills
- CDP e-Tutors provide assessment and feedback for over 31,000 essays per week and have provided over 1 million assessments .

## Brands



April Institute



# GLOBAL REFERENCE

Where we make education better

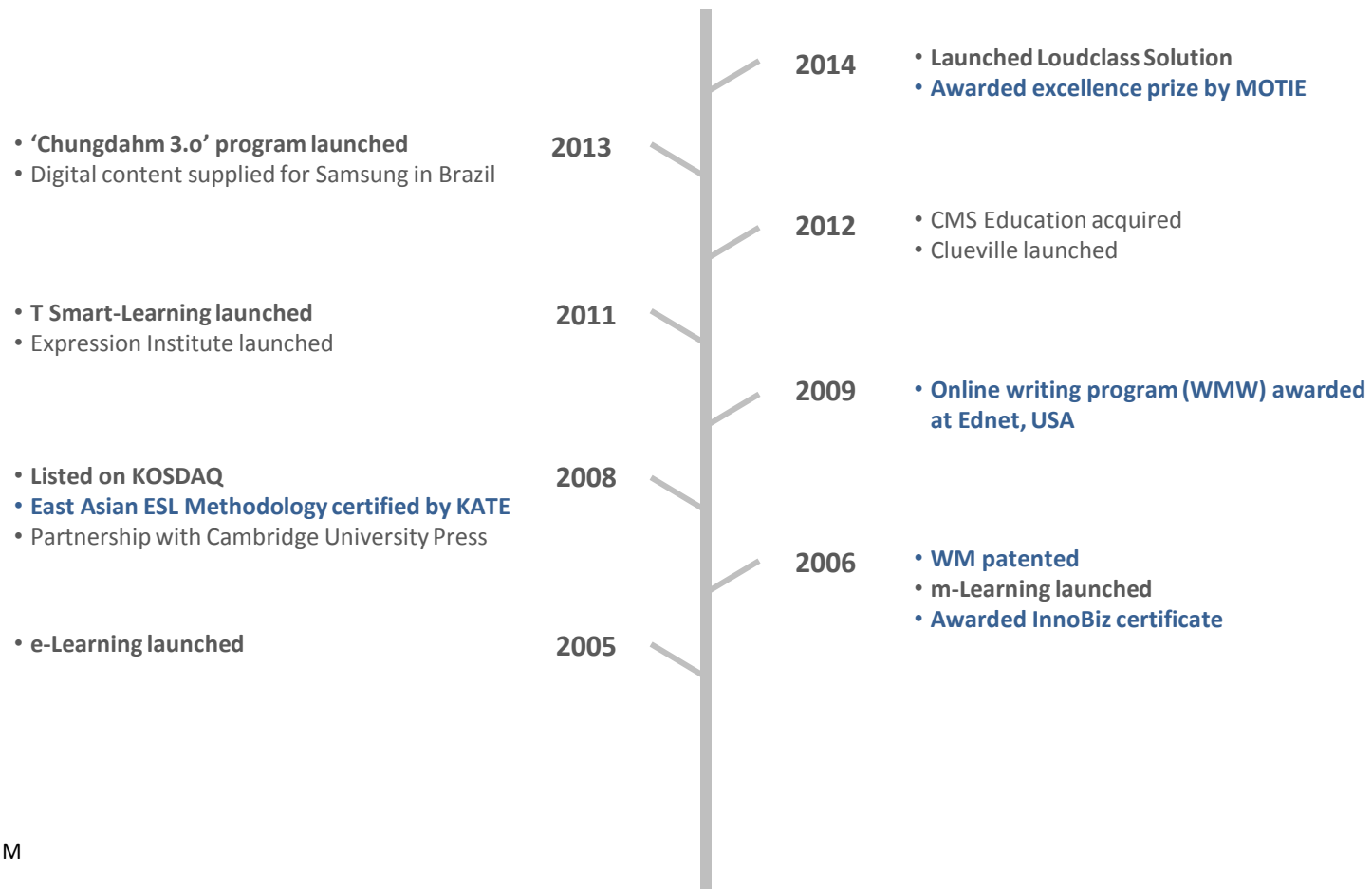


in partnership with



# TIMELINE & AWARDS

- 2014 Excellence prize by MOTIE (Ministry of Trade, Industry and Energy) in content category
- 2009 Waking Minds, Writing (WMW) awarded Ednet 'Rookie of the Year'
- 2008 East Asian ESL methodology & blended learning system certified by the Korea Association of Teachers of English (KATE)
- 2006 InnoBiz certified as a technical-innovative small firm





# **PORTFOLIO FOR SMART LEARNING**

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# EVOLUTION OF SMART LEARNING

## ORIGIN

Built on the vision of fusing curriculum and technology to create 21<sup>st</sup> century classrooms, our team of 2,000 teachers, curriculum designers, researchers, and IT experts developed a solution capitalizing on multi-media and digital interactions to provide a deeper level comprehension and engagement in the classroom.

Our dedicated team of faculty spent over 50,000 hours in the infancy stage of development, evaluating the multitude of solutions in the market, working hand in hand with our IT platform team to build a solution that provides thoughtful and practical tools that focus on student development in the classroom.

## GROWTH

Today, the success of Loudclass resonates a “built for learning” ethos from its users.

First movers reaped the benefits of the Loudclass solutions. Resulting in students receiving higher test scores especially in reading comprehension. According to a study conducted by the Korean Association of Teachers of English (KATE), students scored an average of 11 points higher after being taught using the Loudclass solution for just 3 months.

Loudclass is proving its effectiveness with over 20,000 students in countries such as Brazil, Indonesia, South Korea, and Thailand, with a number of schools internationally in discussion to use Loudclass.

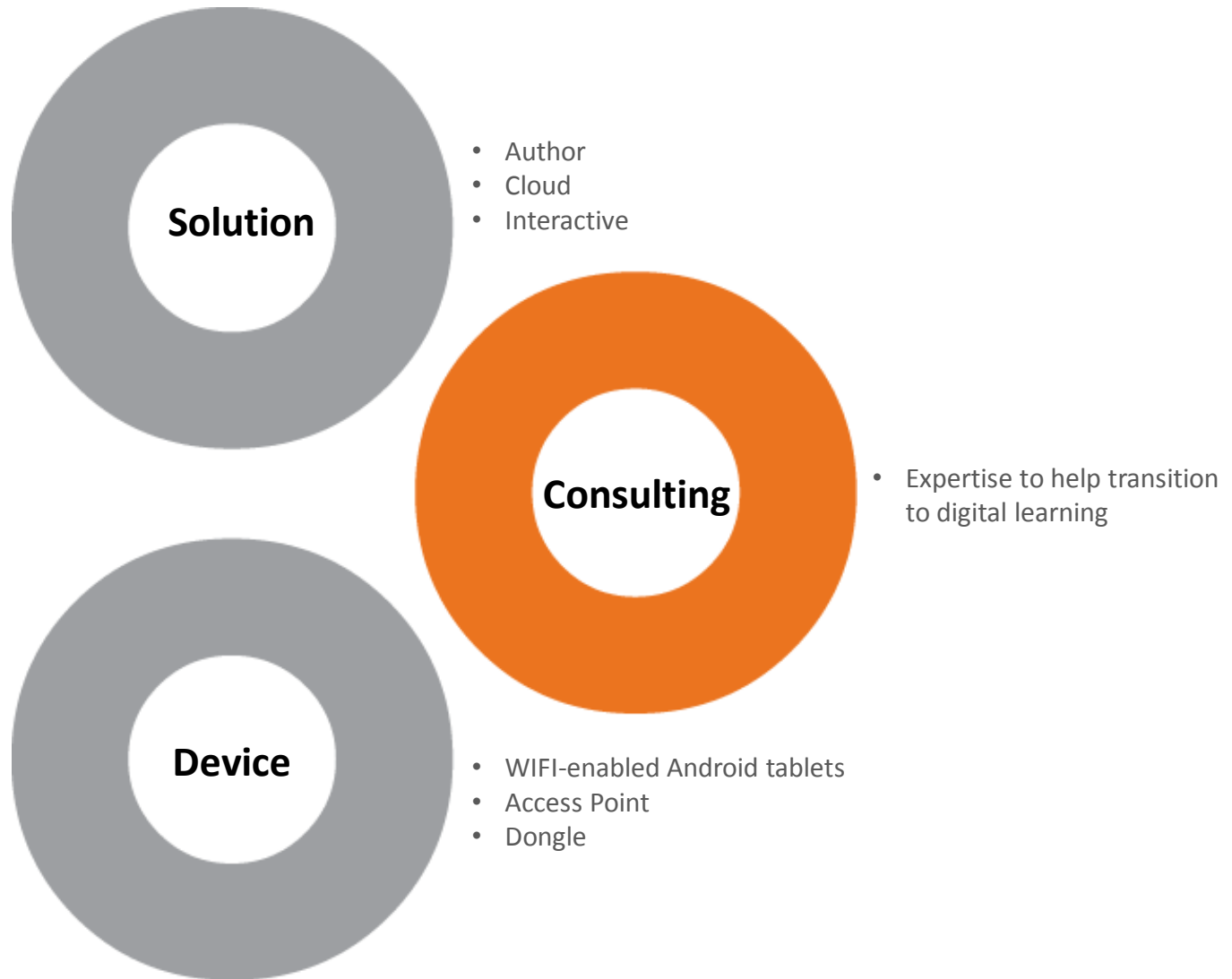
## FUTURE

As technology continues to rapidly shift the educational landscape, we will strive to further develop a learning environment that provides an unparalleled classroom experience.

Using data analytics, the future of learning will evolve for both the teacher and students. Teachers will have sophisticated tools that provide important feedback on teaching performance, allowing them to efficiently create lessons that are tailored to the needs of their students, while reducing the overall preparation time.

Students will be able to track their strengths and weaknesses to effectively target their needs. Additionally, peer-to-peer collaboration and social learning will allow students to connect beyond the classroom, providing all students an opportunity to excel in the increasingly competitive learning arena.

# SMART CLASSROOM PORTFOLIO



# SMART CLASSROOM SOLUTION

A powerful tablet-based learning platform, textbook authoring tool, and cloud management solution

Loudclass

## Author

A dynamic authoring tool that gives curriculum administrators and teachers the power to make interactive smart textbooks.

Using Loudclass Author, you can make any digital document (PDF, JPEG, PowerPoint) into an **interactive textbook** or **workbook**. Unlike other smart authoring textbooks, Loudclass Author takes full advantage of integrating activities and other web assets into the digital textbooks.



## Cloud

A user friendly product with the essential smart classroom management features for administrative staff, teachers, and students.

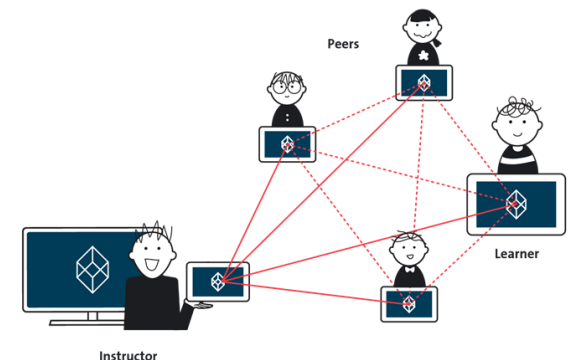
Loudclass Cloud provides a clean interface with essential, smart **textbook storage** organization, **student and class schedule management** features, giving educators what they need without complication.



## Interactive

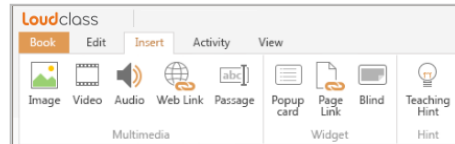
A powerful software solution that enables an integrated tablet-based learning environment for the digital classroom.

Loudclass Interactive helps teachers leverage technology to facilitate 21st century skills with a suite of **classroom management** and **interactive teaching tools**. Resulting in a classroom environment where learning interactions take center stage.



## Author Features

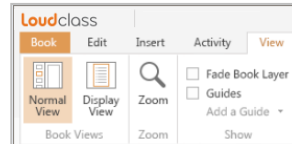
Insert rich media content to add depth to lessons



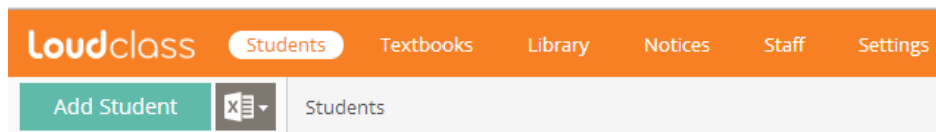
Create interactive questions to engage students in real-time



Numerous additional formatting features to enhance visual appearance



## Cloud Features



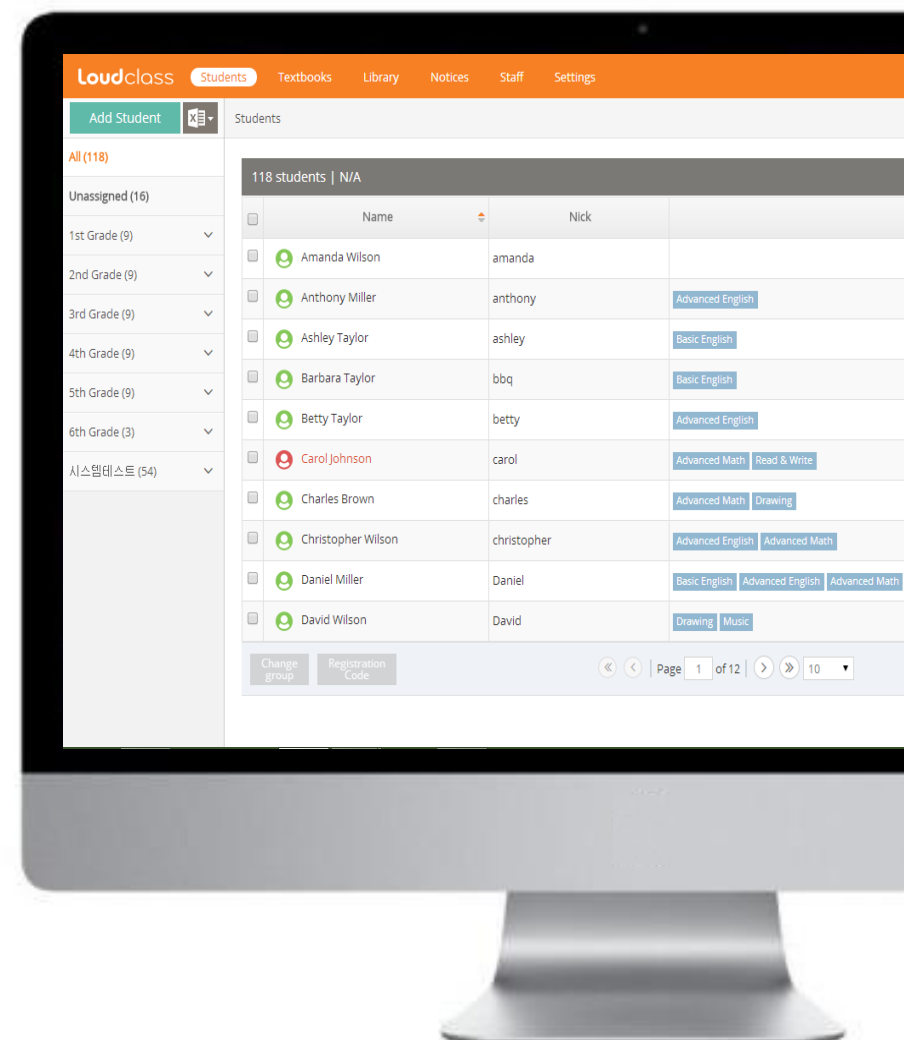
**Students:** Flexible system to add, group, and manage students according to organizational structure. Includes excel based student information upload service.

**Textbooks:** Storage management for Loudclass authored textbooks, downloadable from Loudclass Interactive.

**Library Management:** A digital space for content curators and teachers to upload relevant content and teaching material for classrooms.

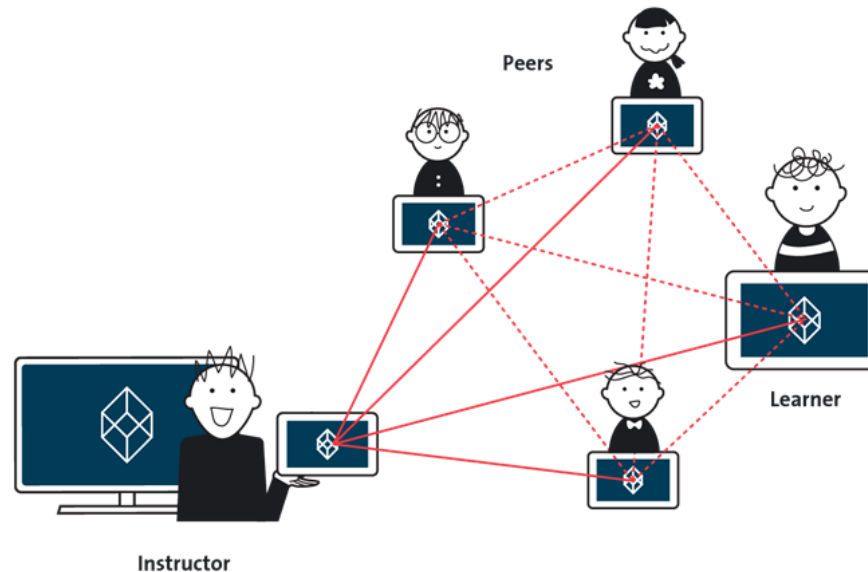
**Staff management:** An administrative function for adding and managing teachers and organizational staff access to Loudclass tools and content.

**Notifications:** A notification center for teachers and students that pushes notices to their tablet-PCs.





## Interactive Features



### Smart Textbook

- 2-way interactivity (student response system)
- Teacher-led facilitation (page sync, split screen, screen capture)
- Media learning (media card, audio wheel)

### Classroom Tool Kit

- Student participation/motivation (pick one, award badges, mission bell, activity timer)
- Security (student screen block)

### Learning Management System

- Automation (attendance,)
- Quiz (polls, multiple choice, short answer)
- Third party LMS integration (Edmodo, Moodle, Blackboard, Schoology, etc.)

## Interactive Benefits

Teachers



Students



Quickly differentiate instruction based on student responses in real-time

SRS

Naturally capitalize on peer-to-peer learning opportunities

Easily integrate rich media content to sharpen student engagement

Media Cards

Easily access targeted media without navigating outside the smart textbook

Simply control the level of access students have to external resources

Classroom Management

Effectively focus on classroom tasks without distraction

Effectively engage students with a unique suite of interactive tools












Tool Kit

Quickly share opinions and compare activities with peers using the interactive tools

## Options

Loudclass F.

Loudclass R.

Instant Quiz		<input type="radio"/>	<input type="radio"/>
Media Card (Quiz/Test)		<input type="radio"/>	<input type="radio"/>
WEB, Image, PDF		<input type="radio"/>	<input type="radio"/>
Instant Session		<input type="radio"/>	<input type="radio"/>
Cloud Service		<input type="radio"/>	<input type="radio"/>
LMS		<input type="radio"/>	<input type="radio"/>
Training & Support		<input type="radio"/>	<input type="radio"/>
Supported Platforms			
Textbook Authoring		<input type="radio"/>	<input type="radio"/>

# SMART CONSULTING

Over 15 years experience providing cutting-edge educational technology solutions

Loudclass

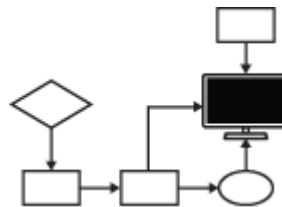
## Needs Analysis

Our team of experts can carefully analyze your learning ecosystem to deliver a set of customized solutions which achieve measurable improvements in the learning process.



## Curriculum Digitization

Our technical experts convert traditional textbooks into interactive smart textbooks or workbooks for your specific learning environment.



## Piloting & Implementation

Our smart classroom specialists carefully administer pilot classes to ensure a successful launch.

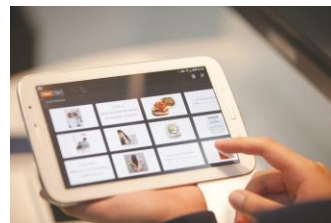
- Technical quality assurance
- Teacher training
- Learning efficacy testing



## Device Specifications

Function	Spec.
OS	Android Ice cream Sandwich ↑ version
Resolution /DPI	1280 * 800(MDPI or HDPI)
Size	7" ~ 10"
Storage	8GB ↑
CPU	1GHz Dual ↑
RAM	1GB ↑
Audio File Support	Decoding : AAC/mp4 Encoding : ARM NB / mp4
Video File Support	MPEG-4 Video(video), audio(AAC), Hint Track Support/ mp4
Wi-Fi	802.11 A/B/G/N (2.4 Ghz & 5Ghz Support)

### Tablet



Function	Spec.
Web Server	2.4Ghz X 8 CPUs, Memory : 8GB, HDD : 146GB 15K SAS
Database	2.4Ghz X 8 CPUs, Memory : 8GB, HDD : 146GB 15K SAS
Storage	SAN Storage 1TB
Access Point	802.11a/n, Standalone mode, PoE, NAT, QoS, DHCP, ACL, L3 Routing, More than 2 Network Support, WAN port Support, Power injector(PoE)
Display	<ul style="list-style-type: none"> <li>• LFD / TV (46" ↑)</li> <li>-More than 1 HDMI port,</li> <li>-Speaker Support</li> <li>• Single-lens Projector (60" ↑)</li> <li>-Resolution : XGA(1024X768)</li> <li>-Brightness: 3,000 ANSI ↑</li> <li>-More than 1 HDMI port</li> <li>-Speaker Support</li> <li>-More than 1 USB port</li> </ul>
Dongle	Tablet Wi-Di Compatibility needed with more than 1 HDMI port

# **VALUE PROPOSITION FOR SMART LEARNING**

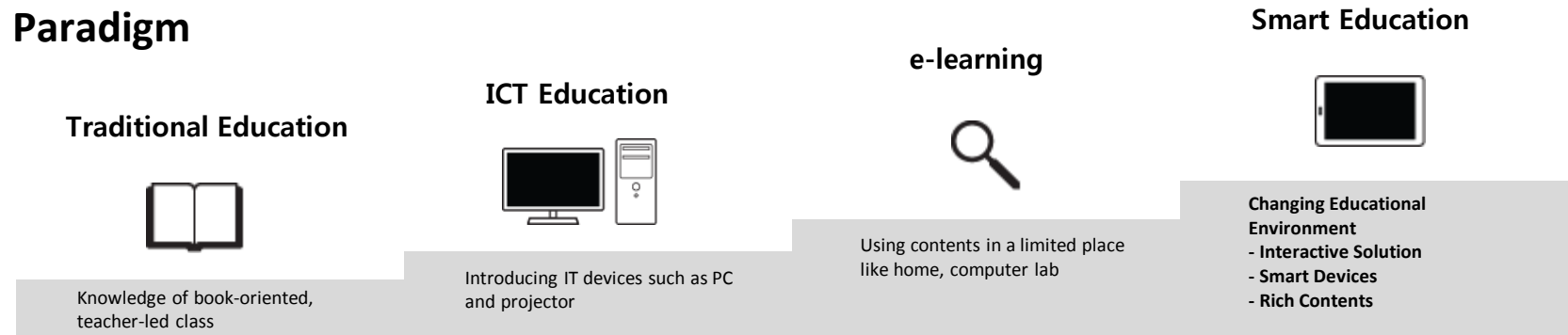
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# KEY MARKET TREND

A paradigm shift in education

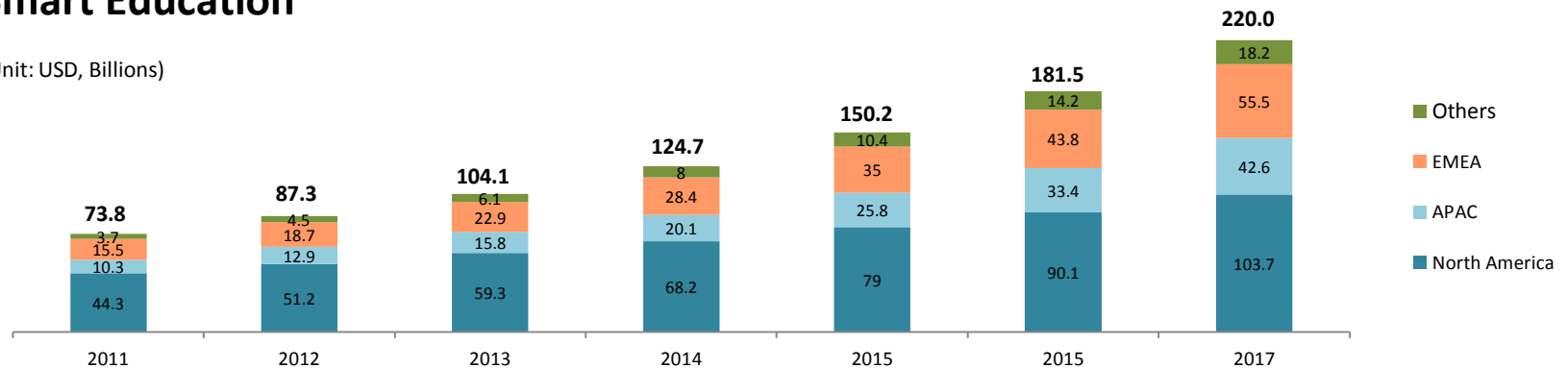
## Education Paradigm



\* Source: The Boston Consulting Group in 2012

## Market Size for Smart Education

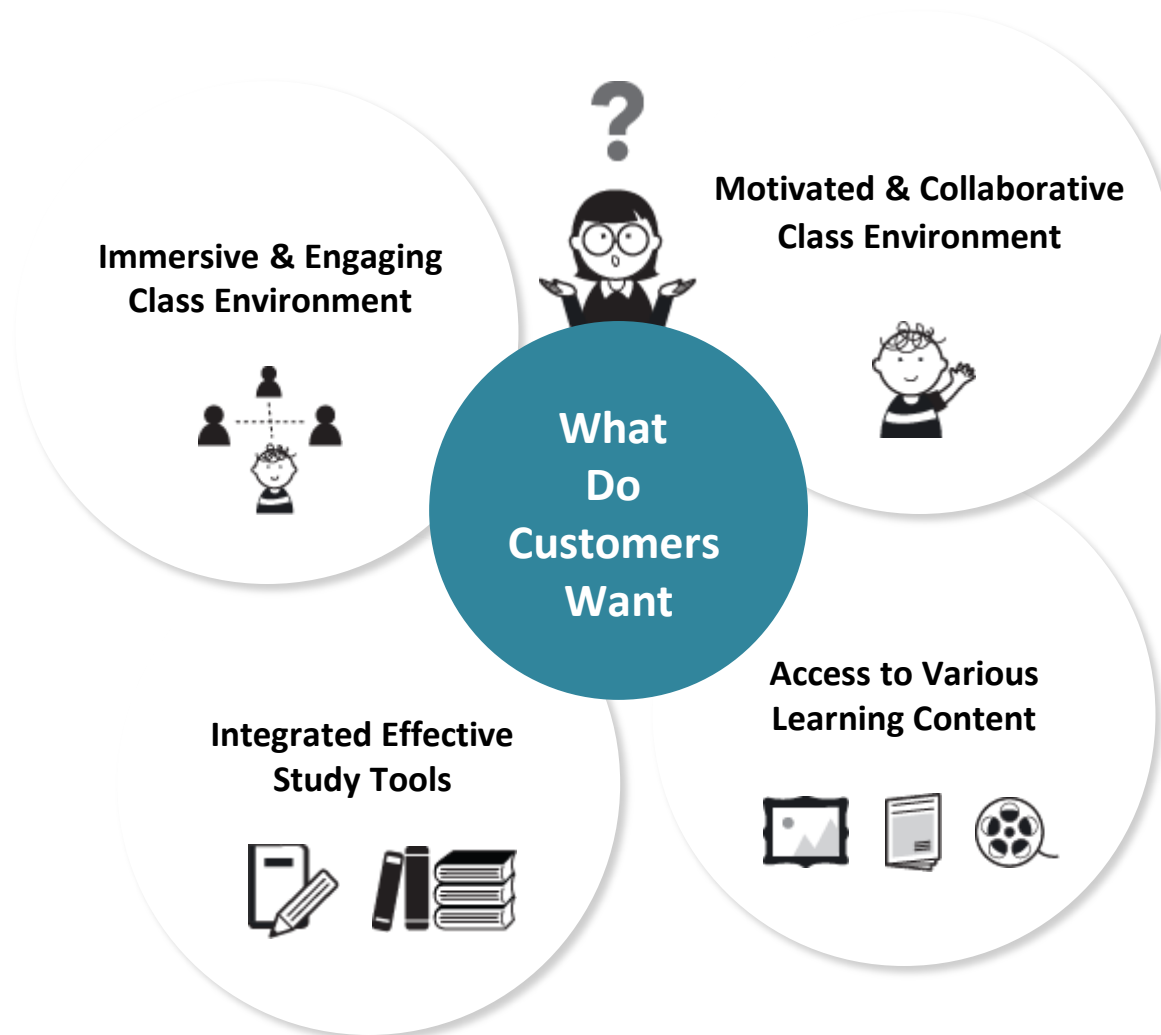
(Unit: USD, Billions)



\* Source: Markets and Markets Analysis in 2012

# MARKET NEEDS

A personalized learning experience integrating various multimedia contents



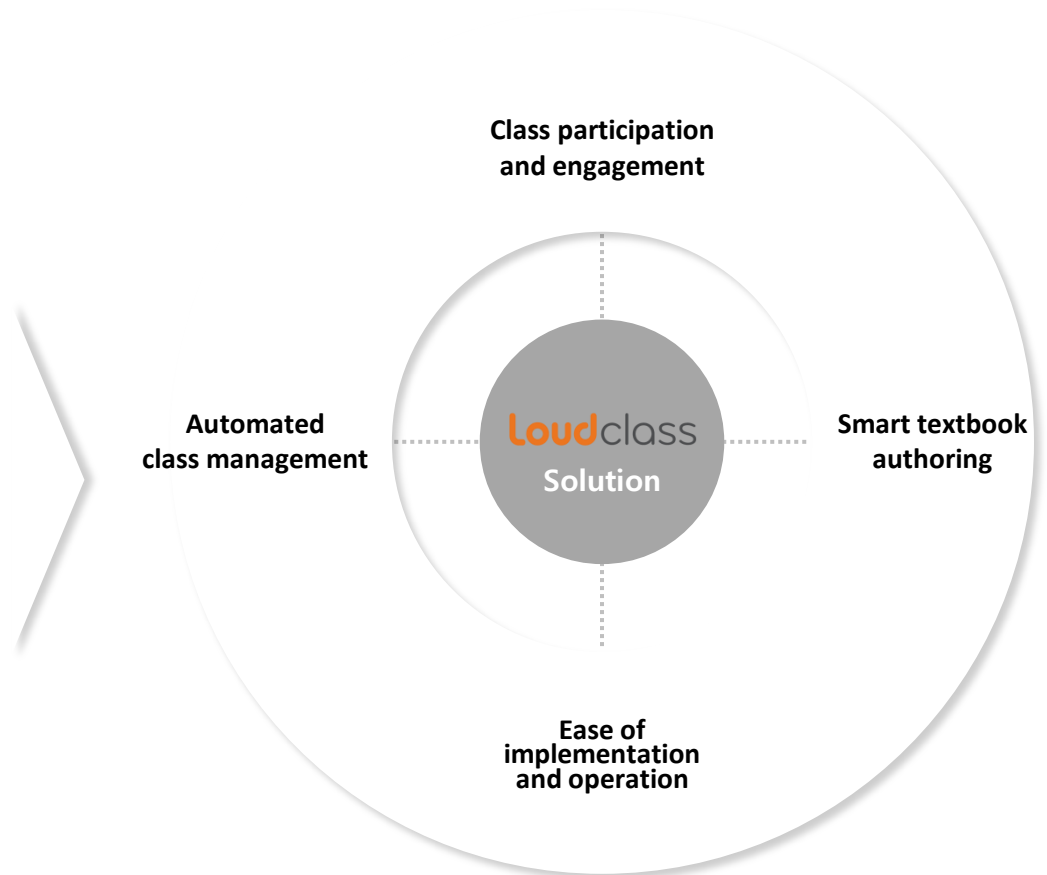
# VALUE PROPOSITION

Benefits to key stakeholders in the learning process

Loudclass

## Customers

<b>Student</b>	<ul style="list-style-type: none"><li>• Class motivation &amp; participation</li><li>• Personalized experience &amp; collaboration</li><li>• Social / Media / Spaced Learning</li></ul>
<b>Teacher</b>	<ul style="list-style-type: none"><li>• Teacher-controlled facilitation</li><li>• Effective class preparation</li><li>• Efficient student management</li></ul>
<b>Parent</b>	<ul style="list-style-type: none"><li>• Homework &amp; attendance checks</li><li>• Student performance tracking</li></ul>
<b>Edu. Svc. Provides</b>	<ul style="list-style-type: none"><li>• Ease of implementation</li><li>• Operational stability</li><li>• Smart textbook authoring tool</li></ul>



# STRENGTH OF SMART CLASSROOM SOLUTION

## Participation & Engagement

- Teacher-controlled class (Page Sync, Eyes on Teacher)
- Real-time response sharing (Formative Assessment, SRS)
- Real-time feedback (OX, Badge)
- Access to various rich content (Smart Textbook, Media Card)



## Class Management

- Integrated tablet-based LMS
- Automated attendance
- Student & teacher data saving
- Learning performance management

## Textbook Creation

- Smart textbook author for skilled developers (Smart Author)
- Smart textbook author for existing PDF textbooks, PowerPoint, or images (Loudclass Author)
- Additional class material (Media Card, Video, audio, weblinks)

## Market Proven Platform

- Currently in use in Chungdahm's nationwide network (80+ branches, 1,200 classes per week)
- New release upgrades incorporating teacher feedback

## Implementation & Operation

- Platform architecture for single classroom or nation-wide operation
- Stable operations with minimum server usage
- Stability from AP-based connection (minimum internet/network dependency)
- One-server platform system supports multiple sites with cloud service

# GLOBAL REFERENCE CASES

South Korea



## Chungdahm Learning Smart Class

- Complete tablet-based curriculum launched August 2013
- 5 English language programs | 16 levels per program Complete
- 80 Schools | 20,000 students | 300 teachers

Brazil



## Textbook Digitization

- Partnership with Samsung Electronics R&D Center
- Digitization of 16 EPUB3 & CREO Textbooks
- Subjects: English | Portuguese | Science



Indonesia



## SK Smart Class

- Partnership with SK Telecom & Indonesian Government
- Smart Classroom Conversion Project
- 170 students | Grade 11 | English Language



# APPENDIX

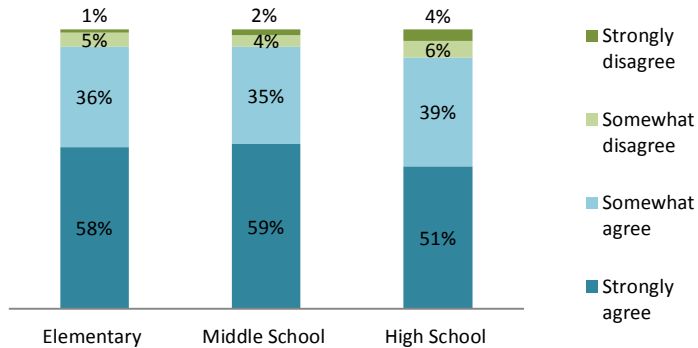
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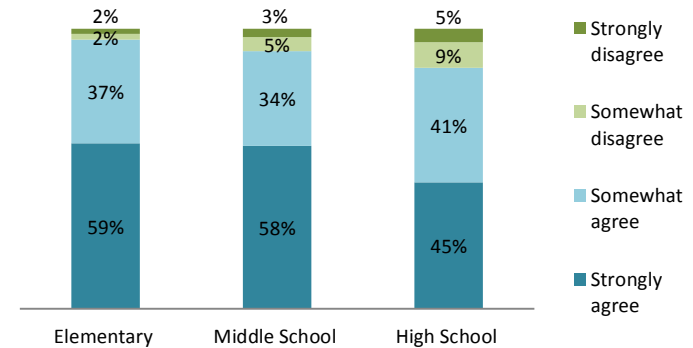
# STUDENTS' ATTITUDES TOWARDS TABLETS

Smart learning improves students' learning experiences

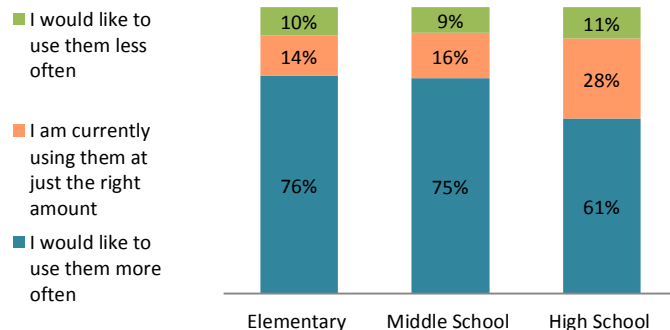
## Will tablets change how students will learn?



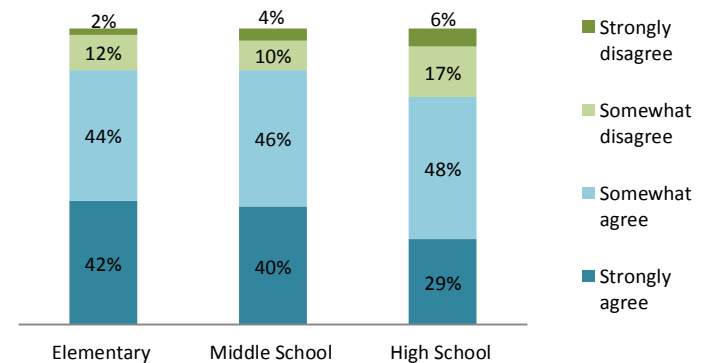
## Do tablets make learning more fun?



## How do you like to use mobile devices in class?



## Do tablets help students do better in classes?



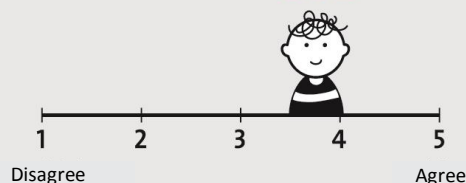
# CDI 3.0 STUDENTS' SURVEY LEARNING WITH TABLETS

Smart learning improves students' learning experiences

**I have confidence in presenting and debating!**

"During presentations, I am able to persuade others of my opinion."

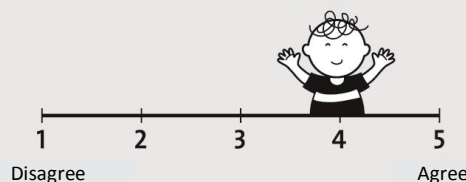
3.72



**Reading became fun!**

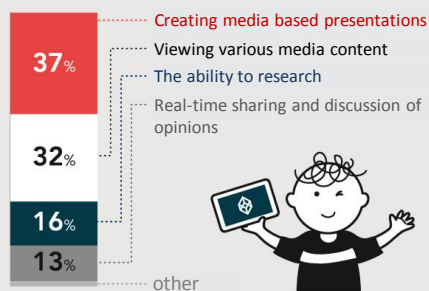
"Through story projects, I have learned to be able to picture and infer the author's purpose."

3.96



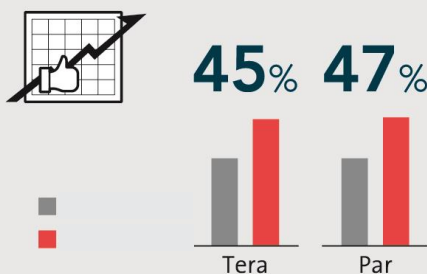
**Class is fun because I have a tablet!**

During class, what is the most interesting activity using the tablet?



**Preparing for certified tests and achieving scores through the tablet!**

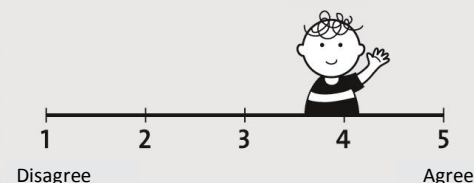
2.0 vs 3.0 TOEFL score improvement



**Teacher feedback during i-Learning!**

"After submitting speaking/writing assignments, the 1:1 feedback helps with improving grammar and expression ability."

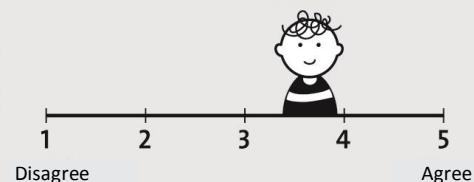
3.85

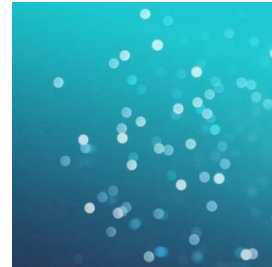


**Through the tablet, vocabulary memorization is easy!**

"It's easy to memorize vocabulary words by studying through the i-Learning Vocabulary exercises."

3.61





## **VISIT US**

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[YouTube](#)