

# HAIGHTS CROSS COMMUNICATIONS

## PRESS RELEASE

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### **Recorded Books Adds Byki® Mobile to Library and Schools Online Language Learning System**

*Librarians attending The American Library Association 2010 Annual Conference, June 24-29, 2010 in Washington DC, can receive more information, see demonstrations, and try Byki for iPhone Community Edition and Byki Online for Libraries in the Recorded Books booth (1513).*

**Prince Frederick, MD - June 23, 2010** – Recorded Books, LLC, the world’s largest independent producer of audiobooks and a Hights Cross Communications company, in partnership with Transparent Language, a leading provider of worldwide language learning solutions, today announced the release of Byki Mobile Community Edition – an extension to Byki Online for Libraries and Byki Online for Education. Byki Community Edition is now available as an iPhone application, and will soon be available for Android devices. Both iPhone and Android device users, who have access to Byki Online through their public library or school, can use these apps for free and continue language learning away from their computer.

“We are very excited to add this new mobile element to our already feature-rich Byki Online service,” said Scott Williams, President and CEO of Recorded Books. “Byki Mobile adds a level of portability, ease, and convenience currently not available in any other online language service offered by public libraries.”

Available through subscribing public libraries and schools, Byki Online is a rapid instructional system for learning foreign language. Byki Online’s familiar flash card-based learning system takes users through a series of simple steps to memorize words and phrases in a new language, including their meanings and proper pronunciation, in the shortest possible time. Byki Online provides blogs, words of the day, language overviews, active social language communities that make the user part of a worldwide learning community. It is available in over 70 languages. Byki Online can be accessed anytime, anywhere from an internet connection.

Byki Mobile is free to patrons of libraries that subscribe to the Byki Online for Libraries service and can be downloaded to iPhone®, iPod touch®, or iPad™ devices from the iTunes® store. Byki Mobile will soon be available for Android devices from Google’s Android Market. After download, the Byki Mobile application is activated using a code that users obtain for free from their Byki Online account. Once activated, Byki Mobile can be used to learn over 2,000 words and phrases in over 30 languages and offers advanced features such as real-time Twitter search of words and phrases, a SlowSound™ feature that lets Byki users hear every nuance of a language, and a Searchable Phrasebook feature provides users with a quick reference in their native language so they can easily find the foreign language words and phrases they need.

Byki Mobile Community Edition supports the learning of 34 languages, including Afrikaans, Arabic, Brazilian Portuguese, Bulgarian, Croatian, Czech, Danish, Dutch, European Portuguese, French, Finnish, German, Greek, Haitian Creole, Hausa, Hebrew, Hungarian, Irish, Italian, Japanese, Korean, Mandarin Chinese, Norwegian, Polish, Romanian, Russian, Serbian, Slovak, Spanish, Swahili, Swedish, Tagalog, Turkish, and Zulu.

Libraries and schools interested in adding Byki Online to their resources should contact Recorded Books, LLC. for more information. [Recorded Books](#) is the exclusive provider to public libraries of [Transparent Language](#) learning products, including Byki Online for Libraries and Transparent Language Library Edition software on USB's. Librarians attending The American Library Association (ALA) 2010 Annual Conference, June 24-29, 2010 in Washington DC, can receive more information, see demonstrations and try Byki for iPhone Community Edition and Byki Online for Libraries in the Recorded Books booth (#1513).

**About Transparent Language, Inc.** Transparent Language provides language learning solutions to the consumer, education, government, and corporate markets. Since 1991, Transparent Language has helped millions of individuals learn new languages quickly, easily, and effectively. Transparent Language's products are also used in more than 12,000 civilian and government educational institutions, including major universities and government facilities, such as the Defense Language Institute and Foreign Service Institute. Call 800-567-9619 or visit [www.transparent.com](http://www.transparent.com) for more information.

**About Recorded Books:** Recorded Books, LLC, a Hights Cross Communications company, produces and distributes unabridged audiobooks and other audio products to public and university libraries and schools on CD, cassette and Playaway digital player. Over 9,000 titles are available for adults, children, and young adults in English and Spanish languages narrated by professional, award-winning actors. Recorded Books also distributes music, educational lectures, independent films, and nonfiction films on DVD. Packaging is designed for high circulation. One-year warranty, cataloging, processing, and free MARC records are available. For more information, visit [www.recordedbooks.com](http://www.recordedbooks.com) <http://www.recordedbooks.com/>

**About Hights Cross Communications:** Founded in 1997 and based in New York, NY, Hights Cross Communications is a premier educational and library publisher dedicated to creating the finest books, audio products, periodicals, software and online services, serving the following markets: K-12 supplemental education, public and school libraries, and consumers. Hights Cross companies include: Triumph Learning, Buckle Down Publishing and Options Publishing, and Recorded Books. For more information, visit [www.hightscross.com](http://www.hightscross.com). Triumph Learning is HCC's test-preparation and intervention business and is comprised of its *Coach*, *Buckle Down*, and *Options* brands. Recorded Books is a leading publisher of unabridged audiobooks and other audio media for libraries, schools, and consumers, with operations in the U.S., U.K. and Australia.

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