



FOR IMMEDIATE RELEASE

**Super Duper *HearBuilder* Software is  
EdTech Digest "Trendsetter" Finalist**

Greenville, SC – February 22, 2012 – Super Duper Publications announced today that its *HearBuilder* educational software has been recognized by EdTech Digest as a *Trendsetter Finalist*.

<http://sdpubs.com/4xd25>

The *HearBuilder* series addresses four areas critical for a child's success in school — *Auditory Memory: Strategic Memory Training for Listening; Following Directions with 40 Basic Concepts; Phonological Awareness: Sound Awareness for Reading; and Sequencing: 2-6 Step Sequences*.

Each year, EdTech Digest reviews and evaluates those people in and around education who have made outstanding contributions to transform education through technology. The *Trendsetter Awards* recognize leaders and trendsetters who are moving education forward into the 21<sup>st</sup> century.

<http://edtechdigest.wordpress.com/etd-awards/winners/>

Victor Rivero, Editor-in-Chief of EdTech Digest, noted, "In a crowded field of entries, it's exciting to acknowledge those companies and products making the biggest difference... Thousands of companies are hard at work every day transforming education through technology."

*HearBuilder Auditory Memory — Strategic Memory Training for Listening*, for ages 5 and up (grades K-8), has a unique approach to teaching children key strategies for remembering numbers, words, sentences, and stories. Players build their memory skills as they help *Recall Agents Kim and Joey* undertake exciting missions to save *MemoryTown* from the formidable *Dr. Forgetsit!*

<http://www.superduperinc.com/products/view.aspx?pid=HBHE366>



P.O. Box 24997 • Greenville, SC 29616 • [www.superduperinc.com](http://www.superduperinc.com) • 800.277.8737

In evaluating *HearBuilder Auditory Memory*, Claudia A., from Richmond, Virginia, said, “Wonderful product! My son loves to be a ‘Secret Agent’ and earn secret agent badges for his work! It was helpful to be able to ‘try out’ the product before purchasing — it helped us to choose the best auditory product for his needs.”

*Auditory Memory* enforces important auditory memory, closure, and comprehension skills in five key areas — *Memory for Numbers* (3-7 digits), *Memory for Words* (3-5 words organized by syllable), *Memory for Details* (1-4 details), *Auditory Closure* (*sentence completion*), and *Memory for “WH” Information* (2-3 sentences/2-4 questions). The *Home Edition* allows parents to choose the levels of play for up to four children, monitor children’s progress, print progress reports, and add background noise within the expert level to give children practice in distracting situations.

*HearBuilder Following Directions with 40 Basic Concepts* is an evidence-based software program that helps children ages 4-9 (grades PreK-3) improve their ability to listen to and follow directions as they become *Master Toy Makers* and build their very own virtual *Toy Central Factories*. Throughout the program, children learn the basic concepts in a step-by-step process where the difficulty level gradually increases. *Following Directions* has an exciting, motivating game format with bright, colorful animation to encourage children to have fun while learning. <http://www.superduperinc.com/products/view.aspx?pid=HBPE133>

Ben A., a parent from Chicago, Illinois, commented on his son using the *HearBuilder Following Directions* program. "I ordered this CD for my 6-year-old son who has an auditory processing disorder, and he took to it right away. He is visual and liked the animations very much. At first, we sat him down in front of the computer to do the exercises, but within a short time, he was opening the program and doing the drills on his own. He's learning and doesn't realize it, because he's having so much fun. I'm sure there's a parental bias on my part, but since he started using this program, I feel that he has had a significant improvement in his listening skills in general, and a huge improvement specifically in his ability to follow directions."

*HearBuilder Sequencing — 2-6 Step Sequences* is a research-based program that features 120 illustrated sequences for targeting comprehension and critical thinking skills. Children ages 4-11 (grades K-6) start the program by placing two-step sequences in order. As they progress, they confront more challenging levels until they reach the highest level consisting of six-step sequences. *Sequencing* keeps children’s interest by wrapping the program in an entertaining carnival atmosphere where children enter a colorful *Fun House*, earn virtual tokens as they complete levels, and use the tokens to play games in the virtual *Sequence Arcade*. <http://www.superduperinc.com/products/view.aspx?pid=HBPE499>

Julia C., a parent from British Columbia, Canada, knows first-hand the benefits of *HearBuilder Sequencing*. She stated, “This program was suggested by a SLP [speech-language pathologist] to help my child with



auditory processing. I like how it can be manipulated to suit the child's needs at different stages, and multiple children. Great program!"

*HearBuilder Phonological Awareness — Sound Awareness for Reading* is an evidence-based software program designed to help children improve their phonological awareness and listening skills. Players earn instruments and band members to form the rock band *The Phonemix* while learning to segment, blend, and manipulate sounds. <http://www.superduperinc.com/products/view.aspx?pid=HBPE255>

Students learn to segment, blend, and manipulate words, syllables, and sounds in nine target areas: *Sentence Segmentation, Syllable Blending, Syllable Segmentation, Rhyming, Phoneme Blending, Phoneme Segmentation and Identification, Phoneme Deletion, Phoneme Addition, and Phoneme Manipulation*. As the students move through each multi-level task, they earn instruments and band members to ultimately form *The Phonemix*, a virtual rock band.

"This program is the only computer software program available that covers ALL the areas of phonological awareness, including phoneme manipulation," states Trisha P., in Anaheim, California. "The rock band theme is motivating for my students and they love the individual game reward activities. As a therapist, I love that I can individualize each student's intervention according to the various activity domains and multiple skill levels within each activity. Students who were burnt out on traditional phonological awareness activities have had their motivation and interest reignited. I am so grateful for this product."

*The HearBuilder* software series has been recognized by numerous prestigious award organizations — *Creative Child, Dr. Toy, Family Choice, Mom's Choice, The National Parenting Center, Parent's Choice, Teachers' Choice, Children's Tech Review, and Tech & Learning*.

<http://www.superduperinc.com/products/awards.aspx>

In the past 25 years, Super Duper has created over 1,000 engaging and fun educational materials for children with special needs and communication-language delays. The Super Duper website offers a wide variety of products for teachers, therapy professionals, and parents to use with children in a classroom, therapy setting, and at home. [www.superduperinc.com](http://www.superduperinc.com)

