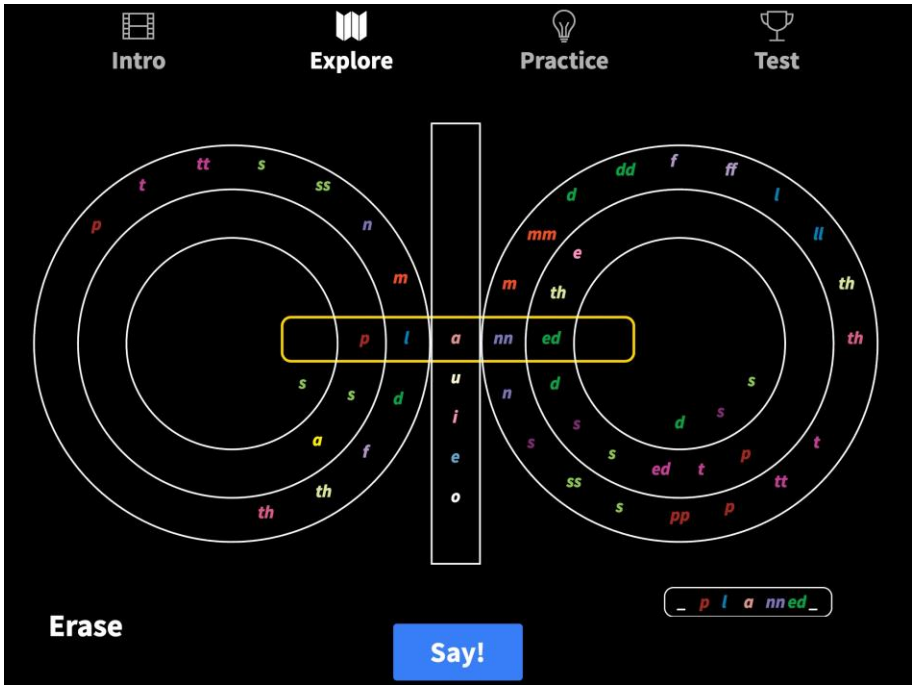
*True or False*: Children need someone to teach them how to read.
*True or False*: The elements of written English are the 26 letters of the alphabet.
*True or False*: Learning how to read means memorizing how thousands of words are spelled.
*True or False*: Remembering a bunch of rules is essential to understanding phonics.

False is the correct answer to each of the above, and we've created an app that proves it. In fact, the Word Transformer, even in its free, lite version, provides children with a fresh, new entry into the demands of written English.

Back in the middle of the 20th century, a brilliant mathematician and educator, Dr. Caleb Gattegno, invented a cardboard version of the Word Transformer – a phrase he coined – for children to use to become aware of four amazing facts:

1. You can teach yourself how to read.
2. The elements of written English are actually "signs," which correspond to the forty or so spoken sounds of English, and those signs are often represented by surprising letters or combinations of letters. For example, you sound the /i/ in "onion" like the /y/ in "yes," and the /ch/ in "chorus" like the /k/ in "kite."
3. By combining in various ways just a handful of those "signs," color-coded according to how you sound them (so, for example, the /t/ at the end of "past" is colored the same as the /ed/ at the end of "passed"), you can read and correctly spell almost a thousand words, without memorization.
4. By noticing consistencies and inconsistencies (for example, "rave," "gave," "save" and "brave," but not "have"), you can learn rapidly, while avoiding overly simplified and often misleading phonics rules.

Now children everywhere have access the world's first digital Word Transformer and the opportunity to enter the world of reading and spelling with self-assurance and clarity about the true nature of the challenge.

Watch for the full version, coming soon!