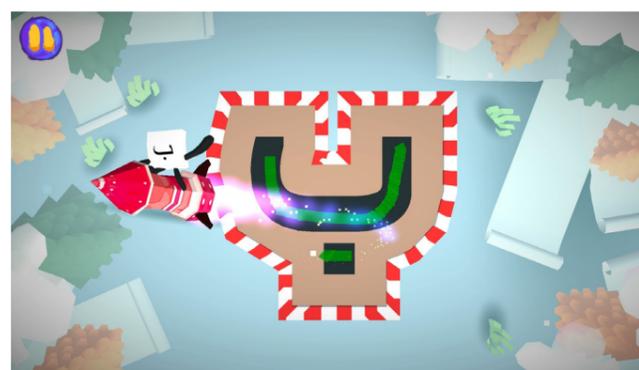
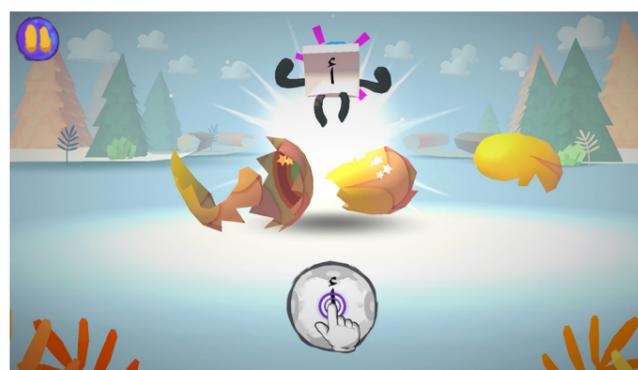
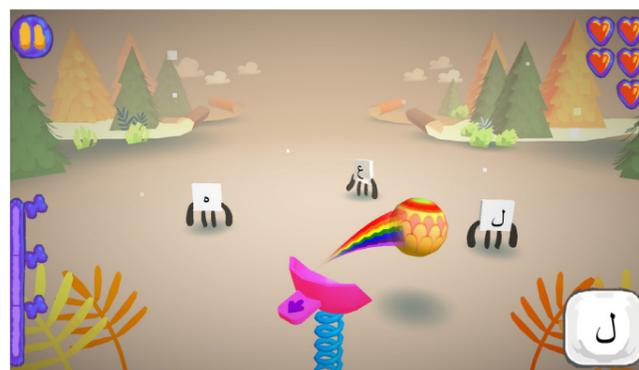




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## A free award-winning Arabic learning game for kids ages 5-10



### Description

Antura and the Letters is a free mobile and PC game that mixes the best entertainment technology with specific Arabic pedagogical content in order to offer an engaging learning experience. The game was playtested in an open beta phase since March 2017 and verified independently to show improvement in the educational and psychosocial development of children. This final version is shaped by the feedback and data collected during the testing phase. The educational approach is a blend of phonics instruction and iterative pattern recognition, which creates a meaningful learning experience and explains the logic behind the Arabic language. Each step of the game focuses on a specific pedagogical objective and then reinforces the learning with rewards and assessments. These rewards unlock items to customise Antura, the fun-loving dog, who accompanies them on their journey to literacy. Once downloaded, the entire game can be played offline.

### Features

- 23 fun games teaching the principles of reading Arabic
- 9 types of quizzes to specifically test and reinforce each subject a child learns
- Customize Antura with over 500 different item combinations
- 6 incredible worlds with different environments
- 15 learning blocks in each world to guide a child's progress step by step
- All Modern Standard Arabic letters (including letter sounds, combinations and special cases)
- More than 400 words



### Fact Sheet

#### Developers:

Cologne Game Lab, Wixel Studios and Video Games Without Borders, in collaboration with expert educators and psychologists. Funded by the Norwegian Ministry of Foreign Affairs as part of the EduApp4Syria competition.

#### Platforms:

iOS, Android & Windows  
Under 90 MB on Android, playable offline

#### Release (Final):

5th March 2018

#### Price:

Free

#### Age Group:

5 - 10

#### Downloads (Open Beta):

Over 20,000

#### Play Store Rating:

4.6 (February 2018)

#### Website:

<http://www.antura.org>

#### Trailer:

[https://youtu.be/HDM7a1i\\_klw](https://youtu.be/HDM7a1i_klw)

#### Media Kit:

<https://goo.gl/p8bYX8>



## Background

Antura and the Letters is designed as a fun and engaging way to help Arab children learn how to read. The development team is located in several countries around the Mediterranean Sea, from Europe to North Africa and the Middle East. They collaborated with educators and psychologists to transform the primary school Arabic literacy curriculum into a journey in which kids progress at their own pace. Originally, the game was a response to the EduApp4Syria call, an initiative to spread literacy among migrants displaced by conflict. By winning the competition, the game was released in March 2017 as an open beta and its efficacy was put to the test in Turkey, Jordan, Lebanon and Morocco. With data from test partners and an independent third party analysis, the new and improved game was launched in February 2018. To support the drive for improving literacy worldwide, the entire project is open source and available on GitHub as a framework for adapting to other languages.



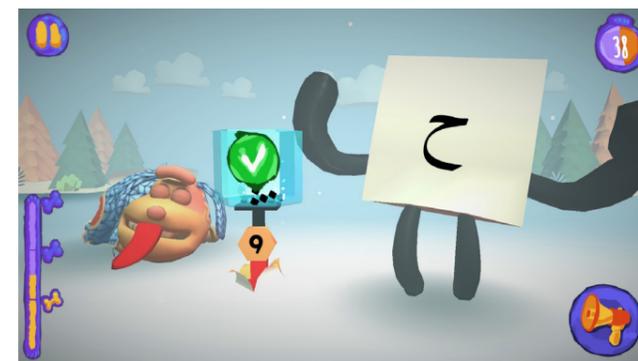
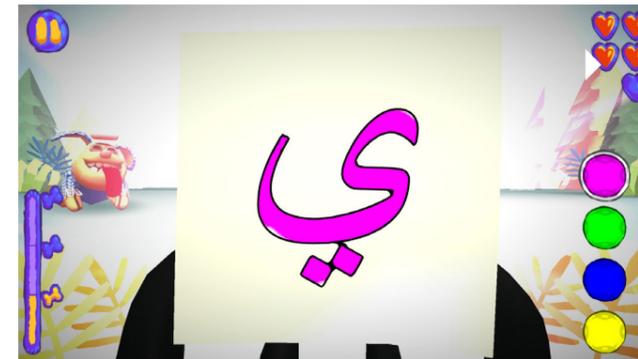
## Design Approach

With a focus on accessibility for the entire MENA region, Antura teaches Modern Standard Arabic using an approach called “stealth learning”. The game uses skills such as aiming and precision to teach without it feeling like a lesson. Each game was crafted to induce the “flow state” among players, which has been observed to improve learning and reduce anxiety. This state is achieved by perfectly balancing player skill and game challenge. When put to the test, an independent analysis reported that the game “engaged children regardless of literacy level, age or gender”. Through this engagement, they found that the game can “provide effective literacy learning opportunities to Syrian and other Arabic speaking children”.



## Testing & Verification

From the very beginning, Antura and the Letters wanted to involve families and children in the design of the game. From rigorous playtesting during the development stage to the 10-month open beta phase with over 20,000 players, a detailed methodology was developed to engage children in the learning goals. This was verified in a long-term assessment with migrants in Turkey to identify what helped children learn most effectively. An independent analysis was also conducted in Amman, Jordan by Integrated International in collaboration with the Create Lab at New York University. Their detailed report showed definite evidence of improved learning among children and also mentioned how the game could be improved. Based on these findings, the latest version focuses on an easy introduction to patterns and letter sounds and reiterates the learning process throughout the entire alphabet.



## Developers



Cologne Game Lab (Germany) is part of the Faculty of Cultural Sciences at TH Köln (Cologne University of Applied Sciences). The institute promotes the research and development of interactive content, such as digital games, playful software applications as well as interactive film and TV formats. Furthermore, they are the German satellite for “Games for Change Europe”. Cologne Game Lab was responsible for the design and communication of the Antura and the Letters. They worked with experts to ensure the educational and psychological benefits of the game.



Wixel Studios (Lebanon) is an independent gaming company Lebanon. Established in 2008, Wixel started developing fun and innovative video games based on original local and international intellectual property. The studio has long been invested in the future of children through its initiative SpicaTwins, that aimed to fill gaps left by outdated school curriculums and modernizing them at an institutional level. Wixel Studios was responsible for the technical development of the game.



**VIDEO GAMES WITHOUT BORDERS**  
great games for a great cause

Video Games Without Borders (or VGWB) is a non-profit organization that collaborates with NGOs, institutions, companies and schools to develop all sorts of games for social good. Founded in 2015, the VGWB Community is currently composed of 200 people with a mix of experienced professional and young talents from all around the world (including both developed and developing countries). VGWB has led the overall development of Antura and the Letters and is in charge of the distribution in the digital stores.