

# Creating Personalized Learning Experiences



## Industry Challenge

The one-size-fits-all approach to education, where the same lecture is given to a large classroom, no longer works.

Additionally, in the 21st century, where students are not just tech-savvy, they are tech-dependent, education needs to be delivered through technology solutions.

Other challenges that K-12 and Higher Education faces today are:

- Ensuring equitable learning and providing course materials with online/offline access.
- Offering digital assessments with video-based questions in addition to the tradition question types.
- Learning has to be personalized to improve academic outcomes.
- Seamless integrations with SSO across all platforms and devices.

## Our Solution - A platform that meets all the education standards and compliances

MagicBox<sup>TM</sup> platform offers educational institutions, publishers, teachers and students a convenient way to include technology in the classroom. It is the choice of leading publishers worldwide. It is LTI, FERPA, COPPA, and meets accessibility compliance standards. Not just that, you can unify content distribution and serve users in the local and international markets.

- Personalized learning opportunities for students
  - Teachers gains individual insights through flexible & customizable assessments
  - Conduct virtual classroom sessions in a secure environment
- Allowing schools with smooth integration with their existing ecosystem & LMSes
  - Compliance
  - Create interactive courses and digital content

## Learning Impact Outcomes

The efficacy of MagicBox<sup>TM</sup> in enhancing the learning experience for students, while improving processes for educational institutions and publishers can be seen from what has been achieved within just a few years. The figures as of February 2020 stand at:



**3.6 Million**  
Current Users



**17.8 Million Hours**  
Reading Time



**2.1 Million**  
Content Downloads



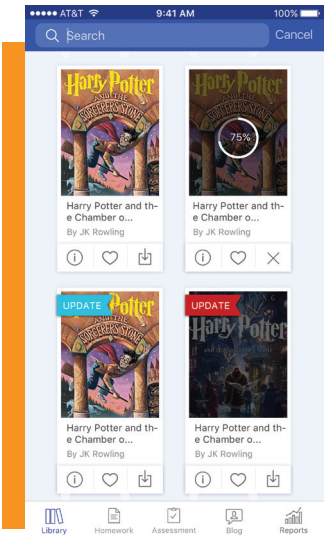
**100.8 Million**  
Pages Read



**6.9 Million**  
Audios Played



**1.7 Million**  
Questions Attempted



In addition, the one-click content conversion features cut down time to market for publishers by 80%.

## Return on Investment

1

Robust analytics on content consumption patterns & learning behavior provides valuable insights into how to enhance engagement & learning outcomes.

2

Easy integration with industry standards, such as OneRoster, Google Classroom, Clever and more easing rostering and administrative processes for schools.

3

Increase digital distribution with access code and license generation that is trackable.

4

MagicBox enables learners to access content online & offline, across all devices.

5

Easy creation, addition and distribution of all formats of digital content helps schools and publishers create rich resource libraries.