

**ALWAYS
LEARNING**

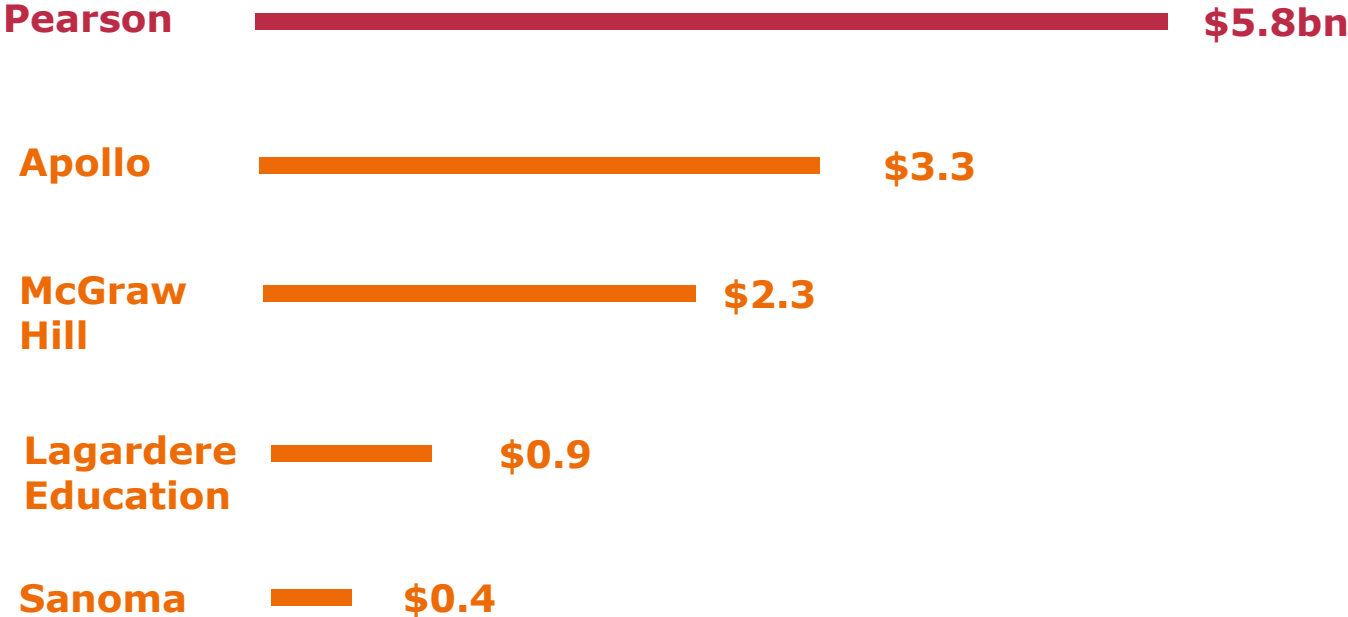
Mobiles, Tablets & Textbooks

A Pearson Perspective

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Pearson

Largest Education Company in the World



Digital Revenues



Mobiles, Tablets and Textbooks

The Question



How do we get textbooks on smart devices?



What opportunities do smart devices offer to improve learning ?

Mobiles, Tablets and Textbooks

Paper-based Delivery

Fixed

Unresponsive

Not Personalised

One size for all

Usage Dumb

Device Based Delivery

Mutable

Responsive

Personalisable

Fits around the learner

Leverages analytics

External Drivers to Change

eBooks

Amazon now selling more eBooks than paper books!

eBooks becoming cultural norm

Decreasing Device Costs

Tablets today \$500+

Tablets in 24 months
Sub \$100

Mobiles, Tablets and Textbooks

Kodak

1992

\$10BN

Digital Camera

2009

\$500m

Thank you