

Press Release



Friday 7 September 2007

For immediate release

Community in my Pocket – innovative technology set to revolutionise learning

Intuitive Media, a Derbyshire-based creator and service provider of protected social networking and learning facilities for schoolchildren, is to receive £250,000 investment from EM Media through the European Regional Development Fund to develop and implement Community in My Pocket, a unique service which allows children to access protected online learning communities via mobile platforms such as mobile phones, Sony Playstation Portable (PSP) and Nintendo DS.

Community in My Pocket is an extension of an existing Intuitive Media scheme, SuperClubsPLUS – an education focussed online community for children which is accessed via a PC or Mac and operates in the same market as popular websites such as YouTube, Myspace, Facebook etc. However, unlike these networks SuperClubsPLUS uses the online social network for educational purposes rather than purely for entertainment. Also, the SuperClubsPLUS service is totally secure, with membership limited to school age children and with constant moderation of the site to ensure that there is no abusive or exploitative behaviour.

By extending the SuperClubsPLUS service so that it can be accessed via mobile platforms, children can continue to develop skills in ICT and communication from the comfort of their homes and using mobile technology which – as demonstrated by a wealth of research – they are both interested in and comfortable using.

Through SuperClubsPLUS children are able to create their own mini-websites, create/upload their own audio visual media, undertake educational media projects in collaboration with other students and communicate with other members using web-mail, instant messaging and forum facilities. Children can also use the service to complete homework projects online which can then be accessed and assessed by their teachers. All these activities are overseen by the online mediators who regulate content helping to ensure the safety of all the site's members.

Debbie Williams, Chief Executive of EM Media comments, "EM Media is incredibly excited to be supporting such an innovative and distinctive project. Intuitive Media is a leader in its field, amply demonstrated through the company's high profile work in both the public and private sectors, and Community in My Pocket will harness cutting edge technology to provide children with a valuable educational service in a style they can respond to both positively and creatively."

Intuitive Media was founded by Carole Fletcher and Robert Hart who have each spent 24 years in the education sector as teachers, head teachers and national advisors for ICT and Media and 8 years developing online learning services which have been rolled out to children in 42 countries across the world. Since its inception the company has won 13 major awards for its work, including the BAFTA for Best Online Learning in 2001, the IPSA (Internet Services Providers' Association) award for Contribution to Web Safety in 2004 and a 5 star rating for SuperClubsPLUS from SchoolZone in 2005. Intuitive Media has also worked with a range of high profile partners in the public and private sectors, including Government departments: DCSF, DTI, DfID, the BBC, Channel 4, the British Council, Apple, Tesco and many others.

Robert Hart of Intuitive Media says, "We are delighted to have EM Media as an investment partner in the Community in My Pocket project. We value their contribution in bringing greater resources to the project and also their experience in supporting successful visual and interactive media projects. We have already benefited a great deal from their wisdom and look forward to working together on this world-leading initiative."

For further information please contact Emily Lappin, Head of Communications, Sally Hodgson, Communications Executive, or Emma Hewitt, Communications Coordinator, EM Media on 0115 934 9090 or via email at firstname.surname@em-media.org.uk.

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Notes to editors

EM Media

EM Media is the Regional Screen Agency for England's East Midlands. A delegate body of the UK Film Council, the agency invests RIFE Lottery and Treasury Finance in film activity and European Regional Development Funds (ERDF) in the development, production, distribution, exhibition, prototyping and publishing of Film (long and short form), Television (corporate broadcast, internet TV), Games (for console, PC, hand held, mobile phone) and Interactive (internet, mobile phone and TV software).

EM Media has a remit to encourage Film and Media as a tool for learning. EM Media has project managed Education initiatives such as the eight schools encompassing Creative Enterprise Project and delivered Professional Development Training schemes for Teachers and Practitioners working in

Education. Investments include Media Education interventions by the Media Archive for Central England (MACE) and East Midlands Broadband Consortium. EM Media is a delivery agent for the England wide DfES (now DCSF) financed Mediabox scheme.

EM Media is a partner in Warp X, the pioneering digital film studio established to revitalise low-budget British film-making, an initiative of UK Film Council, Film4, Screen Yorkshire, Optimum Releasing and EM Media.

EM Media has to date co-financed 16 feature films with ERDF finance. EM Media's slate of films in production, forthcoming and current releases include: *Summer* (Sixteen Films 2007), psychological thriller *Hush* (Warp X 2007), *Donkey Punch* (Warp X 2007), *Complete History* (Warp X 2007), horror *Mum and Dad* (2AM Films 2007), *Better Things* (Mascot Pictures 2008), *And When Did You Last See Your Father?* (Number 9 Films 2007), *Magicians* (Intermedia Films 2007), *Control* (NorthSee 2007), *This is England* (Warp Films 2006). Other feature investments include *Brothers of the Head* (Potboiler Productions 2006), *A Cock and Bull Story* (Revolution Films 2005), *Dead Man's Shoes* (Warp Films 2004), *One For the Road* (One for the Road Productions 2004), *Once Upon a Time in the Midlands* (Slate Films 2003) and *Anita and Me* (Starfield Productions 2002).

EM Media's Location Services has encouraged and assisted a range of productions to use the East Midlands for locations and filming, including *Atonement* (Working Title Films), *The Da Vinci Code* (Imagine Entertainment), *The Other Boleyn Girl* (BBC Films), *The Golden Compass* (New Line Cinema), *Pride & Prejudice* (Working Title Films).

www.em-media.org.uk.

Intuitive Media

Intuitive Media, founded by Robert Hart and Carole Fletcher in 1998, provides multi-award-winning protected social networking and learning spaces - real online communities where children can learn, be creative, communicate and collaborate with other children of all backgrounds and cultures and make their voices heard in a protected environment. Intuitive Media helps children learn at home and at school with teachers, friends and family.

The company is supported by an experienced and talented team of experts in online community development & mediation.

Intuitive Media works closely with research partners, to constantly evaluate and refine its services to optimize the benefits to teachers and learners.

The company is based in the beautiful Peak District National Park, in the East Midlands, UK and works with partners and clients around the world.

www.intuitivemedia.com
www.superclubsplus.com
www.goldstarcafe.net

