

CONTACT: TechStuff Public Relations  
Lisa Orman • 608-767-1102  
Lisa@TechStuffPR.com



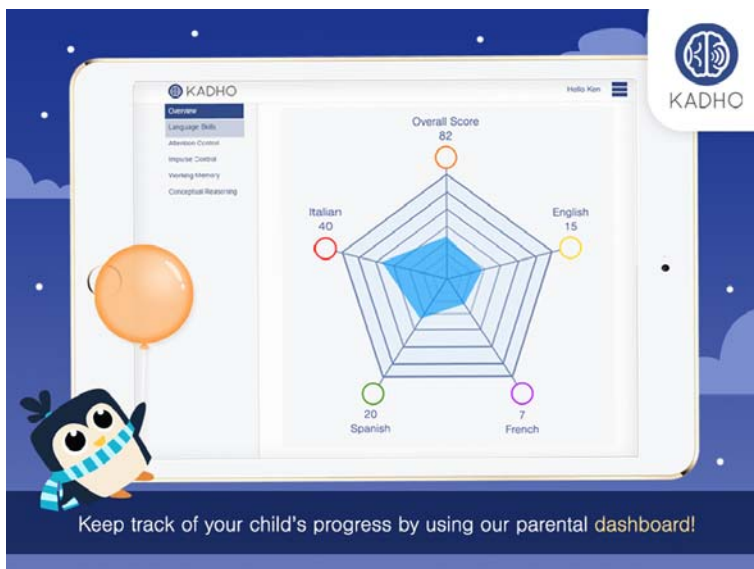
## Kadho Announces New Learning App That Builds The Foundation For Babies And Toddlers To Learn Multiple Languages

*Based On Latest Brain Research, Kadho Launches Mochu The Penguin Free Games And eBooks That Maintain Linguistic Abilities Born In All Children*

Irvine, CA (April 24, 2015) – Why do grownups say *goo goo* or similar gibberish when addressing newborns? Because they know instinctually that language begins at birth. A baby born in Asia or Europe has the same capacity for hearing and mastering language as one born in Atlanta or Eugene. For parents hoping to encourage a lifetime of linguistics, they could hire a French au pair or download a free collection of Apps from Kadho called *Mochu*.

Mochu the Penguin, in his first app Mochu Pop (English, Spanish, French and Italian) guides babies and toddlers through animation via an iPad or smartphone in just a few minutes. Babies, with their parents' guidance, "pop" balloons of different shapes with the touch of a tiny finger. Each popped balloon emits a sound that's key to one of the core featured languages. By spending time with Mochu, parents strengthen a baby's developing neurons meant for English and other foreign languages. Tots ages 0-3 years old hear the easier sounds first and the harder ones later, just as any child learns a language, globally.

Have you ever noticed how babies say *mama* or *dada* first? In English, the letters M, D and B are mastered earliest. Kadho's Apps and eBooks, being launched in May 2015 and based on 50 years of brain science, do not teach languages but build the foundation to learn languages. Learning a foreign language as a young child is much easier than learning at say, 25 years old. Ask anyone who has tried to master a *Rosetta Stone* course for a business trip!



Parental Dashboard to track child's progress

Kadho has its own brain power starting with its PhD co-founders, Kaveh and Dhonam, who use the first letters of their names to form the corporate name. Explains CEO Kaveh Azartash, "These games will help children hear sounds from different languages that they might have never heard without our apps. From birth to 3 years old, we expect children to show more brain functioning and different stages of babbling to their first words. Adds Chief Scientific Officer Dhonam Pemba, "Ideally they should be babbling sounds from languages their parents don't know."

The research to create these childhood games started as a frustration by these smart co-founders who were surprised how difficult it was to master a new language – Mandarin – as adults. Their hope is for children to retain all the language abilities they are given at birth and sadly lose by age five if not nurtured.

Preserving those ‘wired’ language skills is as simple as downloading one of Kadho’s free tools. Concur Professor Noam Chomsky (i.e. the Father of Modern Linguistics), one of the company’s many esteemed advisors, "children acquire language best through immersion and motivation, the fundamental components in your approach."

The components took many years and the best experts from science, business and entertainment to develop animated apps (i.e. interactive games and eBooks). Finally, in May 2015, Kadho’s introductory games featuring a wide-eyed Penguin named *Mochu* can be downloaded from the App Store. Android devices will be able to download games and books in June. Mochu’s name was chosen from the two Vietnamese phrases Mo (meaning open) and Chu (meaning word). For a child, the opening of words leads to opening of doors of knowledge.

Launching along with two apps are two adorable eBooks. Kadho incorporates some of the most important sounds of various languages that are proven to stimulate young minds as they are read aloud. A special feature by Kadho is hearing the storybook in several dialects -- *English, Mandarin, Spanish, French, German, Hindi, Italian, Japanese, Korean* -- so youngsters get exposed to all the sounds present in other languages. The interactive eBooks foster exploration that mimics a child’s natural language acquisition process, as they interact with objects in the book that reveal sounds for those objects. Using a specially designed dashboard, parents can monitor their children’s progress as they play our apps and see what percentage of each language’s sound a child has been exposed to.



**Mochu eBook: Mochu Says Goodnight • Ages Newborn+ • Free**

Read, play and sing along with your baby as you read them a bedtime story. Mochu the Penguin can’t fall asleep. Join Mochu on a journey to say goodnight to all his friends and prepare for bedtime. Have fun interacting with objects in this eBook to expose your child to the most important sounds (words and phonemes) in English, Spanish, French and Italian.

Screenshot from *Mochu Says Goodnight eBook*

**Mochu Pop • Ages 1-3 years old • Free**

Pop the balloons to hear a sound. In this game, the child is presented with the shape first and then watches as balloons fly up on the screen. Little ones must touch the right balloons that match the shape. When a balloon is “popped” youngsters are rewarded with a sound. These sounds, based on decades of research, are foundational to language.



Screenshot from *Mochu Pop game*

## ***Two other titles launching soon:***

### **Mochu eBook: A Royal Birthday • Ages Newborn+ • Free**

Join Mochu for a Royal Birthday. Read, play and sing along with your baby as you follow Princess Emma and Mochu on a search for her missing cake. Have fun interacting with objects in this eBook to expose your child to the most important sounds (words and phonemes) in English, Spanish, French and Italian.

### **Mochu Builds Treehouses • Ages 2-4 years old • Free**

Cultivate your child's language learning skills while building treehouses that introduce the most important sounds of English, French, Spanish, and Italian speaking countries all in one fun game. With over 80 different combinations of puzzles to complete, stimulate your child's language learning abilities as they help Mochu build treehouses. Mochu Builds Treehouses! also includes a wide variety of gameplay for your child to enjoy -- paint, clean, hammer, drill, cut and build their ultimate treehouses.

The first series of games feature four European languages (English, Spanish, French and Italian), the second series will focus on Asian languages (Hindi, Mandarin, Japanese and Korean) and the third planned series will include four other European languages (Russian, Portuguese, Malay, German). Thus, the games are bundles of four languages per game or eBook based on their auditory spectrum overlap.

## **RESEARCH SAYS USE IT OR LOSE IT**

How quickly can infants adapt to language and vocabulary? Researchers in the United Kingdom published their astonishing findings in 2008. Dr. Nina Kazanina, an expert in linguistic psychology at Bristol University, said: "When a baby is born, it has the capacity to distinguish every type of speech sound. Even if the parents are English, the baby has the capacity to distinguish Greek and Chinese vowel sounds. By six months an infant can only recognize vowels from its native language, and within another two or three months the same happens to consonant sounds. So within around nine to 10 months, a baby's universal language ability is reduced to its native language."

A separate study at the University of Washington has shown that speaking different languages to babies in their early lives can be crucial in helping them learn new languages later in life. Researchers found that babies who were spoken to in Chinese for just one hour a week found it easier to recognize Chinese speech when they were older.

Additionally, Kadho's performance monitoring dashboard allows parents to measure what really matters in their children's learning and development, diagnosing strengths and weaknesses, tracking progress and ultimately using data for better decision-making in their child's development.

*Mochu* will be available in May 2015 for free on the App Store for iPhone, iPad and iPod touch, as well as on Google Play. For the latest game information, please visit [www.Kadho.com](http://www.Kadho.com)

## **ABOUT KADHO**

Founded by Dr. Kaveh Azartash and Dr. Dhonam Pemba both PhDs in Biomedical Engineering with emphasis in vision and neuroscience, and being backed by a strong network of early childhood educators, neuroscientists, linguists and child psychologists, Kadho Inc. is utilizing the last 50 years of brain science to develop games and eBooks to maintain and enhance the innate abilities that children are born with. Kadho's apps and eBooks teach the building blocks of linguistics by exposing babies and toddlers 4,000 key sounds from 12 languages recorded by native speakers in a customized manner that adapts to child's learning pace. When children this young hear these sounds repetitively it unlocks a part of their brain to ready it for learning their native and other languages. For more information, visit their informative website, [www.kadho.com](http://www.kadho.com).