

PRESS RELEASE

Alef Education showcases immersive 'Mars Experience' at GESS 2018

Dubai, 27 February 2018 – Alef Education, creator of the world's first artificial intelligence (AI)-powered transformational technology-enabled education solution, welcomed hundreds of visitors to its immersive virtual reality (VR) learning journey to Mars at GESS 2018 yesterday.

Alef Education is showcasing an exciting journey to the Red Planet using VR technology, at its state-of-the-art pavilion until Thursday, March 1 as part of its ongoing mission to nurture interest in STEM subjects amongst future generations, in support of the UAE's long-term development and space exploration goals.

Speaking on the innovation stage panel at the conference, Acting CEO of Alef Education, Geoffrey Alphonso, said: "Alef Education is an organization that was founded in the UAE, and is therefore aligned with the nation's vision to shift the education paradigm for schools in the country and around the world, by emerging as a global leader in transformational AI-enabled education technology.

"The exciting Mars VR experience we are showcasing at GESS 2018 complements our mission to nurture the minds of future generations, readying them to conquer humanity's next frontier on Mars. At Alef Education we strive to foster intrigue, a love of learning, innovation, critical thinking and creativity at schools, to feed and stimulate the bright scientific minds of the future, who in turn will contribute towards the fulfillment of the UAE and the world's development and space exploration goals.

Our Saal Mars, AI-powered knowledge partner (saal.ai) will allow students to learn all about Mars and space travel further reinforcing their interest in STEM subjects. The interface is designed to trigger curiosity and metacognitive prompts to learn and experience science at their own pace"

Alef Education adopts a new and innovative approach to teaching and learning to foster an increased appetite for knowledge among students, by taking them on a unique learning journey through AI-enabled education technology to help adequately prepare them for the future. The VR Mars experience at GESS 2018 also supports the Emirates Mars Mission that aims to send a spacecraft to orbit the Red Planet in 2021, to coincide with the UAE's 50th anniversary.

Alef Education founded in 2015, launched the Alef platform in 2017, when more than 240 students at a school in Abu Dhabi became the first in human history to begin an education journey incorporating AI into formal classroom academic learning.

Alef is essentially an innovative and immersive multi-lingual learning-science framework with in-house hypermedia content powered by cutting-edge technology and AI. Its design adopts natural language processing, advanced data science, and technology-enhanced content to deliver a system that engages students and encourages self-learning, with the aim of equipping them with the skills necessary to successfully navigate the world of the future.



Fundamentally evolving the role of the teacher in the 21st century classroom, Alef shifts the education process from the familiar teacher-centered model to a learner-centered data-driven model. With Alef, the teacher takes on the role of an expert facilitator, aided by an innovative and immersive ecosystem powered by groundbreaking technology and AI.

Alef's technology carefully synchronizes with a school's curriculum enabling students to learn at their own pace and have access anywhere, anytime; and develop secure in the knowledge that they are supported by a community of teachers, who can make individualized decisions to ensure that each student meets their short and long-term goals.

Follow @AlefEducation on Twitter or visit www.alefeducation.com for more information

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About Alef Education

Alef Education is a privately-held education technology company, with a team of more than 300 leading technology and education experts who have joined forces to reimagine K-12 education and address the shortcoming of current models, to prepare students for the world and workplace of tomorrow.

Driven by a notion that each student across the world has an innate curiosity to learn, the team at Alef has developed a transformational technology-enabled education solution that recognizes that every student deserves a customized learning journey – moving from the traditional teacher-centered model to a new, learner-centered model.

Alef is the world's first, transformational technology-enabled education solution which is a complete end-to-end mainstream form of formal classroom-based academic learning. Alef enhances the learning experience of K-12 students, by taking existing curricula and reshaping it for the 21st century.

Using an innovative and immersive multi-lingual learning-science framework, with in-house hypermedia content powered by cutting-edge technology and artificial intelligence, the Alef technology can carefully synchronize with a school's curriculum to deliver a custom-made learning experience that enables each student to learn at their own pace.

With anytime, anywhere access, each student is supported by a community of teachers who can make individualized decisions to ensure that they are meeting their short and long-term goals.

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