



iWordQ for Reading and Writing for iPad

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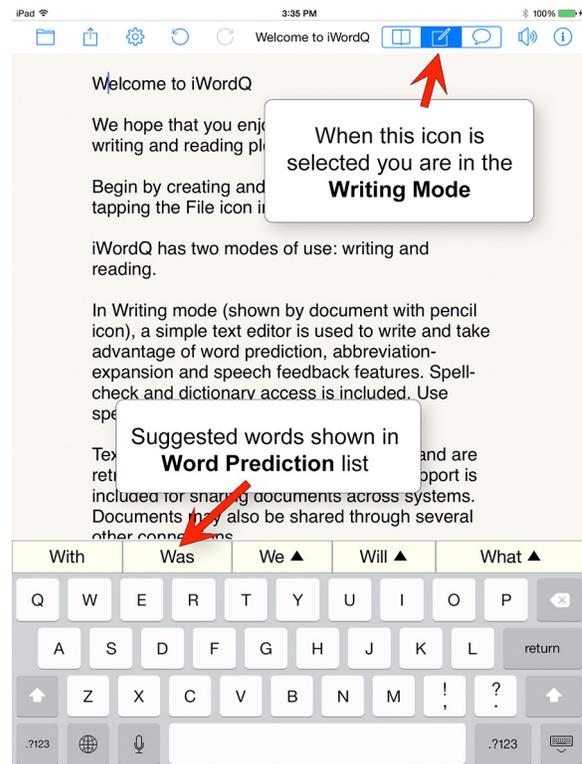
iWordQ is a simple, yet powerful App for the iPad to help you write with greater independence, confidence, and ease. Its design promotes active use without distracting you from reading and writing. Everyone can benefit from using iWordQ.

iWordQ differs from our desktop WordQ software in that its tools work within its own space rather than on top of other applications. Further, instead of just duplicating functionality, iWordQ provides a purposeful seamless separation of reading and writing.

Without constraints by external applications, which dictate how text can be manipulated, iWordQ focuses and pares reading and writing down to the bare essentials for optimal literacy. In particular, iWordQ incorporates several innovations in presenting and speaking text to enhance your reading experience, which in turn enhances your writing experience.

In Writing mode, a plain text editor is used for writing with the support of word prediction, abbreviation-expansion and speech feedback features. It places emphasis on helping you get your ideas down without the distraction of formatting and layout. Another App, such as a graphic organizer, may be used for initial organization of ideas and share its outline text for editing within iWordQ. In turn, iWordQ can share its text with other Apps for final formatting, or it can share using email, iMessage, Facebook and Twitter.

In Reading mode, text from the Writing mode is shown in a visually pleasing manner to improve readability. Speech feedback and highlighting, which vary with activity, influence reading. Activities include proofreading, reading to learn, silent reading, reading aloud, and



casual reading/listening. A patented text chunking method is available that has been developed specifically to enhance comprehension and readability of text by focusing on one text chunk at a time.

For printed text, the traditional typographical practice is to promote the flow of text for the best readability. (It is the flow of ideas, not just the clarity of the individual letters and words that promotes readability.) High-clarity text, however, may be seen as individual objects and much less as a flow of text. A screen of text can appear to be an overwhelming brick wall to a reader. The Reading mode helps break down the wall by de-emphasizing peripheral text, and by highlighting text as chosen by you (by manual swiping, or automated at the chunked or sentence level). You can review your own writing as a reader, using any of the available reading strategies, from casual reading for the overall flow of ideas, to the soundness of the chosen phrases. You can also alternate between Reading and Writing modes, so that your writing skills are strengthened by reading, and vice versa.

iWordQ iPad app is available in English (Canadian, US and UK) and in French (Canadian and European), as well as standard and professional (college/university) versions.

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