

A new genre: In-flight Language Learning.

Leading In-flight Entertainment provider 'Skeye' is rising above competition with a unique IFE offering

earworms mbt (Musical Brain Trainer) has been selected as the best-suited language learning program for airline passengers because of its convenient, non-interactive format. The earworms concept is scientific but the method is simple, just sit back and relax to some good music – while letting the brain process and anchor the gently spoken words and phrases, in much the same way you remember the lyrics to your favorite song.

Earworms is a complimentary program for IFE on international and long haul flights says Andrew Lodge, Earworms European Managing Director *“the program has been a great success in the European market as part of the UK travel giant ‘Thomson Holidays’ In-flight Entertainment lineup”*. Thomson are finalists for the 2007 WAEA AVION Award in the European region.

Skeye will be offering the earworms Rapid Languages Series in 10 different languages – so passengers can be entertained from take-off to landing; just sit back, relax and 200+ essential words and phrases will be there for instant recall on arrival.

Earworms has been the #1 Language Learning program on iTunes for the past year and now a best seller on Audible.com. Earworms Publishing Ltd wholly owns earworms mbt. A UK registered Corporation.
<http://www.earwormslearning.com>

Skeye Inflight entertainment Inc. specializes in the distribution of airline audio-visual programming. Skeye is the only Canadian distributor, which concentrates exclusively on the airline market. Skeye has exclusive distribution rights of a variety of high quality programs to support airline industry requirements.
<http://www.skeye.tv>

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