

FOR IMMEDIATE RELEASE:

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Infoture division LENA LABS announces new LENA Language Assessment

A division of Infoture, Inc., LENA LABS has launched a new service: the LENA™ Language Assessment. Designed with the unique needs of speech language professionals in mind, the new option is an inexpensive entry point to LENA Pro technology, which retails for \$6,699. For an introductory offer of only \$150 (good through January 31, 2009), the pay-per-use service provides six reports, two assessments, and an audio sample – highly advanced diagnostic tools that professionals can use to boost treatment quality.

“At last, we have a tool that provides the luxury of assessing the quality of language outside the clinical venue,” said Melanie Potock, a speech language pathologist. “Whether we’re working in a hospital or community-based setting, speech therapists wish to support families whenever possible in the most comfortable and natural environment—the home.”

The LENA Language Assessment offers an unprecedented window into the child’s natural language environment during a normal 10- to 12-hour day. The assessment packet includes a report list summary and reports on adult words, conversational turns, child vocalizations, TV and electronic sounds and the audio environment, as well as an Automatic Vocalization Assessment (AVA™) and Developmental Snapshot.

The LENA Language Assessment is easy to use, and LENA LABS does most of the work for the speech language professional. Upon receiving payment and a client’s mailing address, LENA LABS sends a package that includes a LENA Digital Language Processor (DLP), two LENA Vests, comprehensive instructions, a Developmental Snapshot questionnaire, and a prepaid return envelope. After completing a daylong recording, the client puts the DLP and LENA gear in the return envelope and sends it to LENA LABS, which processes the data and then ships the reports, assessments, and audio sample (if applicable) to the speech language professional.

“The LENA Language Assessment allows us to provide specific, invaluable feedback to parents and caregivers on how to facilitate language growth during everyday experiences,” Potock added. “How else can I gather 12 hours of data to help my clients without needing to be present?”

To find out more about the LENA Language Assessment, visit www.infoture.org or call the LENA Team toll free at 1.866.503.9918.

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About Infoture, Inc.

Founded in 2004, Infoture, Inc. is the developer of the LENA System and is located in Boulder, CO. Our purpose is to help professionals and researchers working with children 2 to 48 months by providing a means to measure a child’s language environment. We are committed to create only those products that are proven by scientific research. We believe, and research proves, that technology is best used to enhance child development. Infoture comprises a team of scientists skilled in computerized speech and speaker recognition, microelectronics, statistical research, and children’s language acquisition and development.