



## Price List and Home Order Form 2012

Exclusively distributed by:

**ETC Educational Technology Connection (HK) Ltd**

Room 1509, Cityplaza 4, Tai Koo Shing, Hong Kong

**Tel: 2653 2789 • Fax: 2656 1627**

info@etc-edutechconnect.com.hk • [www.letterland.com](http://www.letterland.com)

***for home***

### 3 easy ways to buy Letterland Products in Hong Kong

- 1. Mail Order** - deliver by local courier post, post or fax this order form
- 2. Letterland Showroom/Shop** - Tai Koo Shing (see address above and below): full product range  
Wed 10:00 am - 6:00 pm, Sat 10:00 am - 4:00 pm No lunch hour Cash & EPS  
Mon, Tues, Thurs, Fri - by appointment only (DO NOT WALK-IN without appointment)
- 3. Retail Shops** (see addresses below): selected hot items

#### ORDER FORM: complete and return with payment

- Fax or mail this order form to the above address
- Prices quoted include local courier delivery for order at or above HK\$ 200  
Delivery charge of HK\$ 100 applies for order sum less than HK\$ 200
- Payment methods:**  
Crossed cheque: payable to "ETC Educational Technology Connection (HK) Ltd"  
Bank-in: HSBC account: **582-206-330-838** 匯豐銀行  
(can be done via ATM machines at MTR stations)  
If order by fax, please attach the bank-in slip as proof of payment

#### Retail Shops:

**Tai Koo Shing:** Letterland Showroom  
Rm 1509 Cityplaza 4, Tai Koo Shing  
tel: 2653 2789  
Wed 10:00 am-6:00 pm  
Sat 10:00 am-4:00 pm  
Mon, Tues, Thurs, Fri **by appointment**  
Sun, Public Holiday Closed

#### Central:

**Toys Club**  
5/F, On Hing Building  
1 On Hing Terrace, Central  
tel: 2167 8474  
Mon - Sat 10:00 am-7:00pm  
Sun, Public Holiday 10:00 am-6:00pm

#### Ap Lei Chau:

**Toys Club**  
Room 1913, Horizon Plaza,  
2 Lee Wing Street, Ap Lei Chau  
tel: 2836 0875  
Mon - Sat 10:00 am-6:30 pm  
Sun, Public Holiday 11:00 am-6:30 pm

#### Pollux Books

Room 2101, Horizon Plaza,  
2 Lee Wing Street, Ap Lei Chau  
tel: 2873 6962  
Mon - Sat 10:00 am-6:30 pm  
Sun, Public Holiday 11:00 am-6:30 pm

### Order Summary Table

Please transfer the Sub total (\$) of each section to this table to arrive at the Grand Total (\$)

Page	Section	Sub total (HK\$)
2	<b>NEW!</b> Letterland Baby Starter Set: 5 items (\$ 492)	
2	Phonics At-home Starter Set: 5 items (\$ 610)	
2	Nursery, Fix-it Phonics Level 1 & Kindergarten	
3	<b>NEW!</b> Fix-it Phonics Level 1, 2, 3	
3	Primary Years	
4	Fun and Games	
4	Library - Storybooks	
Delivery Charge \$ 100 for order below \$ 200		
<b>Grand Total:</b> \$		

Please "[ X ]" and complete: Total \$: \_\_\_\_\_  
 **by cheque:** cheque no.: \_\_\_\_\_ bank: \_\_\_\_\_  
 **by direct bank-in:** please attach bank-in slip

Letterland online Hong Kong catalogue:  
<http://www.letterland.com/distributors/hong-kong>

**NEW! Get to know more about Letterland!**  
 Check out "Letterland Q & A Column" in Chinese at page 4!

#### Completed by :

Name: \_\_\_\_\_ Title: \_\_\_\_\_ Telephone: \_\_\_\_\_  
 Address: \_\_\_\_\_ Email: \_\_\_\_\_  
 Date: \_\_\_\_\_

\* Core teaching resources for parents

These are Classic Letterland materials, see p. 2 of 2010 catalogue for details

Level 0	Code:	<b>Nursery &amp; Kindergarten K1-2</b> letter shape & sounds a - z, in alphabetical order	HK\$	QTY	Total HK\$
<b>Letterland Baby Starter Set</b> - for age 0-3 kids, help them to identify alphabet letters and letter sounds, as a preparation of learning phonics					
<b>NEW!</b> Letterland Baby Starter Set \$ 492, 5 items	T48	<del>Letterland ABC board book</del> <b>now TD36 My ABC of Letters board book*</b> 210 x 210mm, 26 pages, one alphabet on every page (a-z), hardback	90		
	TD22	<b>My ABC of Actions board book</b> 210 x 210mm, 26 pages, introduces the alphabet sounds using actions, hardback	90		
	TD21	<b>My ABC of Animals board book</b> 210 x 210mm, 18 pages, a book full of animals to spot on every page, hardback	90		
	ELZAZCD	<b>ELT Alphabet Songs CD*</b> Featuring a simple song for every letters, make learning letter sounds easy for English language learners	135		
	AF01	<b>Alphabet Frieze*</b> (poster) 7 panels making a frieze 5.7m long, or mount panels in a poster, Aa-Zz	87		
<b>Phonics at-home Starter Set</b> - ideal for age 3-5 kids who want to learn phonics, introduce Letterland characters and their letter sounds with stories and songs					
Phonics at-home starter \$ 610, 5 items	T27	<b>Early Years Handbook CD*</b> Audio model lessons based on the illustrations on the Letterland ABC book, for parents listening as a reference of the story telling method, learn how to tell Letterland stories to your kids	135		
	ABC SB	<b>Letterland ABC Book*</b> Softback 64 pages. Introduce each one of the Letterland characters, a-z	105		
	TB85	<b>Letterland ABC Book Audio CD</b> Listen to the text on the Letterland ABC books.	75		
	T23	<b>Alphabet Songs CD*</b> Songs for learning a-z sounds, short and long vowels to familiar nursery rhyme tunes	100		
	V10DVD	<b>Once Upon a Time in Letterland DVD*</b> Animated 55 minutes DVD, featuring Letterlanders a-z (p. 28) *Chinese/English subtitle available	195		
software	T70	<b>Living ABC! CD-Rom*</b> Enter the interactive world of Letterland: features an animated alphabet song, handwriting song, character story, interactive scene and activity for every letter (a-z). Single user license. (PC/Mac)	770		
posters	T88	<b>Alphabet Desk Strip</b> (1 strip) put on your child's desk for easy reference to the Letterland alphabet. Size: 420x99mm	14		
	T22	<b>Action Tricks Poster</b> Do the actions, make the sounds, a-z	135		
flashcards	FC01	<b>First Reading Flashcards*</b> 65 cards. Pictograms/plain letters on reverse. Size 86x132mm, Aa-Zz. Parents can play with children, ask them to say the letter sound on the card, or teach them to blending letter sounds together to make words.	87		
letter shape: pre-writing & handwriting	AB02	<del>First Handwriting Activity book</del> <b>now TD01 My First Handwriting Activity</b> Pre-writing activities	60		
	ELTHB	<del>ELT Handwriting Book</del> <b>now TC74 Handwriting Practice 1*</b> from tracing to independent handwriting	60		
	T24	<b>Handwriting Songs CD*</b> , 26 rhyming songs to help make the sequence of letter strokes easy to remember	100		
activity books pre-reading, a-z sounds	T06	<b>Early Years Workbooks 1-4*</b> Supports Early Years a-z teaching, one set is for one child	105		
	AB03	<del>First Reading Activity book</del> <b>now TD02 My First Reading Activity Book</b> Early Reading skills	60		
	AB01	<del>First Alphabet Activity book</del> <b>now TD03 My First Alphabet Activity Book</b> a-z Letterland characters	60		
DVD	V9DVD	<b>A Christmas Story DVD</b> Animated 55 minutes DVD, featuring Letterlanders a-z *NO subtitle available *Only available during Christmas period (Nov-Dec)	195		
<b>Level 1</b>	<b>Fix-It-Phonics NEW!!</b> focus on systematic word building (synthetic phonics)				
Fix-it Phonics (not on 2010 catalogue) replaced ELT	FPT1	<b>Fix-it Phonics Level 1*</b> Aa-Zz, introducing vowel men (long vowels), consonant blends, word building <b>Teacher Set*</b> : Student book 1 & 2, Workbook 1 & 2, 4 audio CDs (songs, stories, activities narration, assessment guide PDF), teacher's booklet with assessment guide	840		
	FPS1	<b>Student Set:</b> Student book 1 & 2, Workbook 1 & 2 - no songs CD	490		
	ELTAZCD	<b>ELT Alphabet Songs CD</b> a-z songs on Level 1 Student book 1 & 2	135		
	T25	<b>Blends and Digraphs Songs CD</b> consonant blends (bl, cr, sw...) songs on level 1 Student book 2	195		
<b>Level 1</b>	<b>Kindergarten K3 / Primary Year 1 of international school</b> revision on letter sound a-z, blends, simple word building all the resources in nursery & K1-2, <i>plus</i> the following:				
core teaching materials	TD28	<b>Beyond ABC book* (new edition)</b> see what happens when Letterlanders come together to make a new sound in word	105		
	TD32	<b>Beyond ABC audio CD* (new edition)</b> a must have companion to the Beyond ABC book	75		
	T25	<b>Blends and Digraphs Songs CD*</b> Featuring blends, digraphs, trigraphs, 42 songs	195		
	T29	<b>Letterland Straight Picture Code Cards*</b> 85 cards. Pictograms one side, black letters on reverse, story summaries	330		
flashcards	FC02	<b>Second Reading Flashcards</b> 80 cards. 74 key words & phrases	87		
software	T80	<b>Living Code Cards CD-Rom*</b> Listen to the sounds, build words on screen and watch the animated phoneme and digraphs stories. Single user license. (PC/Mac)	700		
DVD	V8DVD	<b>Detective Dippy Duck DVD</b> Animated 55 minutes DVD, featuring Letterlanders a-z and vowel men *NO subtitle available	195		
phonic readers	TC78	<b>Letterland Stories Level 1</b> 40 pages vowel reader, ideal for home user, focus on short vowels: a, e, i, o, u	90		
	TC79	<b>Letterland Stories Level 2</b> 48 pages vowel reader, ideal for home user, focus on initial & final phonemes and short medial vowels	90		
activity books: a-z	T05	<b>Letterland Workbooks 1-4*</b> workbook set which helps children move from letter sounds to blending them together to make words	105		
	AB07	<del>First Rhyming Activity book</del> <b>now TD04 My First Rhyming Activity Book</b> rhyming and word building (covering discontinued <b>First Rhyming Activity Book</b> p.1-7,14,16,20-21 + p.2-11 of <b>Building Words Activity Book</b> )	60		
	AB04	<del>Alphabet Sounds Activity book</del> <b>now TD05 My Second Handwriting Activity Book</b> learn the sound tricks	60		
	AB06	<del>Reading Words Activity book</del> <b>now TD06 My Second Reading Activity Book</b> word beginning, middles, endings	60		
	AB05	<del>Building Words Activity book</del> <b>now TD04 My First Rhyming Activity Book</b> rhyming and word building (covering discontinued <b>First Rhyming Activity Bk</b> , and p.1-7,14,16,20-21 + p.2-11 of <b>Building Words Activity bk</b> )	60		
	TD08	<b>My Second Rhyming Activity book NEW!</b> (covering <b>First Rhyming Activity Book</b> p. 8-13,15,17-19,22-24 and discontinued <b>Building Words Activity Book</b> p.15,20)	60		
	AB08	<del>Spelling Words Activity book</del> <b>now TD07 My Second Alphabet Activity Book</b> Read, spell regular words	60		
	TD23	<b>Handwriting Practice 2 NEW!</b> Progress from Handwriting Practice 1, pre-writing activities, letter formation, combining letters to form words and sentences, to pre-cursive	60		
<b>Sub total (transfer this to the Order Summary Table on the cover page)</b>					\$

Name: \_\_\_\_\_ Tel: \_\_\_\_\_

**Letterland Showroom/Shop** We accept Cash and EPS  
Room 1509, Cityplaza 4, Tai Koo Shing, Hong Kong Tel: 2653 2789

 Wed 10:00 am - 6:00 pm, Sat 10:00 am - 4:00 pm NO lunch hour  
Mon/Tues/Thurs/Fri - appointment only - NO walk-in. Sun/Public Holiday - closed

**\* Core teaching resources for parents**

Level 1-3	Code:	<b>Fix-It-Phonics NEW!!</b> suitable for primary years focus on systematic word building (synthetic phonics) cover a-z, all major sounds	HK\$	QTY	Total HK\$
<b>NEW!</b> <b>Fix-it Phonics</b> (not on 2010 catalogue) Level 1-3		<b>Fix-it Phonics Level 1*</b> Aa-Zz, introducing vowel men (long vowels), consonant blends, word building			
	FPT1	<b>Teacher Set*</b> : Student book 1 & 2, Workbook 1 & 2, 4 audio CDs (songs, stories, activities narration, assessment guide PDF), teacher's booklet with assessment guide	840		
	FPS1	<b>Student Set</b> : Student book 1 & 2, Workbook 1 & 2 - no songs CD	490		
		<b>Fix-it Phonics Level 2*</b> review Level 1, consonant & vowel digraphs, silent magic e, r/w-controlled digraphs, word building			
	FPT2	<b>Teacher Set*</b> : Student book 1 & 2, Workbook 1 & 2, 4 audio CDs (songs, stories, activities narration, assessment guide PDF), teacher's booklet with assessment guide	840		
	FPS2	<b>Student Set</b> : Student book 1 & 2, Workbook 1 & 2 - no songs CD	490		
		<b>Fix-it Phonics Level 3*</b> review Level 1 & 2, oo, oi, oy, oi, aw, au, ow, ou, wh, ph, air, ear, word building			
	FPT3	<b>Teacher Set*</b> : Student book 1 & 2, Workbook 1 & 2, 4 audio CDs (songs, stories, activities narration, assessment guide PDF), teacher's booklet with assessment guide	840		
Teacher Set	FPS3	<b>Student Set</b> : Student book 1 & 2, Workbook 1 & 2 - no songs CD	490		
songs CDs for student sets		<b>Songs CD</b> - only if you order Student Set, which does not come with Songs CD. All Teacher Sets come with songs CD			
	ELZAZCD	<b>ELT Alphabet Songs CD</b> for Fix-it Phonics Level 1 student books 1 & 2	135		
	T25	<b>Blends and Digraphs Songs CD</b> for consonant blends (bl, cr, sw...) songs on Fix-it Phonics Level 1 student book 2 digraph songs for Level 2 and 3 student books 1 & 2	195		
	T52	<b>Advanced Songs CD</b> for remaining songs on Level 3 student books 1 & 2	135		
<b>Sub total (transfer this to the Order Summary Table on the cover page)</b>					\$

Level 1-3	Code:	<b>Primary Years</b> fast track a-z phonemic awareness. blends, digraphs, word building	HK\$	QTY	Total HK\$	
<b>core teaching materials</b>	ABC SB	<b>Letterland ABC Book*</b> Softback 64 pages. Introduce each one of the Letterland characters, a-z	105			
	T27	<b>Early Years Handbook CD*</b> Audio model lessons based on the illustrations on the Letterland ABC book, for parents listening as a reference of the story telling method, learn how to tell Letterland stories to your kids	135			
	T23	<b>Alphabet Songs CD*</b> Songs for learning a-z sounds, short and long vowels to familiar nursery rhyme tunes	100			
	TD28	<b>Beyond ABC book* (new edition)</b> see what happens when Letterlanders come together to make a new sound in word	105			
	TD32	<b>Beyond ABC audio CD* (new edition)</b> a must have companion to the Beyond ABC book	75			
	T25	<b>Blends and Digraphs Songs CD*</b> Featuring blends, digraphs, trigraphs, 42 songs	195			
	T29	<b>Letterland Straight Picture Code Cards*</b> 85 cards. Pictograms one side, black letters on reverse, story summaries	330			
	<b>NEW!</b>	TD24	<b>Far Beyond ABC book* NEW!</b> even more stories after Beyond ABC	105		
	<b>NEW!</b>	TD33	<b>Far Beyond ABC audio CD* NEW!</b> a must have companion to the Far Beyond ABC book	75		
		T43	<b>Advanced Teacher's Guide*</b> All sounds not covered in ABC Book and Beyond ABC book, for advanced learners	420		
		T44	<b>Advanced Picture Code Card*</b> All patterns in the Advanced Teacher's Guide, story summaries	330		
		T52	<b>Advanced Songs CD*</b> Audio songs to learn some of the sounds covered in the Advanced Teacher's Guide	135		
		T53	<b>Advanced Copymasters*</b> To be used alongside with the Advanced Teacher's Guide (T43)	405		
software	T70	<b>Living ABC! CD-Rom*</b> Enter the interactive world of Letterland: features an animated alphabet song, handwriting song, character story, interactive scene and activity for every letter (a-z). Single user license. (PC/Mac)	770			
	T80	<b>Living Code Cards CD-Rom*</b> Listen to the sounds, build words on screen and watch the animated phoneme and digraphs stories. Single user license. (PC/Mac)	700			
flashcards	FC01	<b>First Reading Flashcards*</b> 65 cards. Pictograms/plain letters on reverse. Size 86x132mm, Aa-Zz. Parents can play with children, ask them to say the letter sound on the card, or teach them to blending letter sounds together to make words.	87			
	FC02	<b>Second Reading Flashcards</b> 80 cards. 74 key words & phrases	87			
posters, magnets	AF01	<b>Alphabet Frieze*</b> (poster) 7 panels making a frieze 5.7m long, or mount panels in a poster, Aa-Zz	87			
	T88	<b>Alphabet Desk Strip</b> (1 strip) put on your child's desk for easy reference to the Letterland alphabet. Size: 420x99mm	14			
	TD34	<b>Alphabet Races NEW!</b> Read the rhyme on the book and place the 26 Letterland magnetic letters on the obstacle course	156			
	T22	<b>Action Tricks Poster</b> Do the actions, make the sounds, a-z	135			
	T31	<b>Vowel Scene Posters</b> Size A2, pack of 4 posters. Important consolidation resource for key phonic facts	248			
phonic readers	TC78	<b>Letterland Stories Level 1</b> 40 pages vowel reader, ideal for home user, focus on short vowels: a, e, i, o, u	90			
	TC79	<b>Letterland Stories Level 2</b> 48 pages vowel reader, ideal for home user, focus on initial & final phonemes and short medial vowels	90			
	TC80a	<b>Letterland Stories Level 3a</b> 48 pages vowel reader, ideal for home user, focus on vowel digraphs: ai, ay, ea, ee, oa, ie, i-e	90			
	TC80b	<b>Letterland Stories Level 3b</b> 48 pages vowel reader, ideal for home user, focus on vowel digraphs: a-e, e-e, i-e, o-e, u-e, ue, ew, oo	90			
activity books: a-z	T05	<b>Letterland Workbooks 1-4*</b> workbook set which helps children move from letter sounds to blending them together to make words	105			
	<b>NEW!</b>	AB07	<del>First Rhyming Activity book</del> now TD04 <b>My First Rhyming Activity Book</b> rhyming and word building (covering discontinued <b>First Rhyming Activity Book</b> p.1-7,14,16,20-21 + p.2-11 of <b>Building Words Activity Book</b> )	60		
		AB04	<del>Alphabet Sounds Activity book</del> now TD05 <b>My Second Handwriting Activity Book</b> learn the sound tricks	60		
		AB06	<del>Reading Words Activity book</del> now TD06 <b>My Second Reading Activity Book</b> word beginning, middles, endings	60		
		AB05	<del>Building Words Activity book</del> now TD04 <b>My First Rhyming Activity Book</b> rhyming and word building (covering discontinued <b>First Rhyming Activity Book</b> p.1-7,14,16,20-21 + p.2-11 of <b>Building Words Activity Book</b> )	60		
	<b>NEW!</b>	TD08	<b>My Second Rhyming Activity book NEW!</b> (covering <b>First Rhyming Activity Book</b> p. 8-13,15,17-19,22-24 and discontinued <b>Building Words Activity Book</b> p.15,20)	60		
		AB08	<del>Spelling Words Activity book</del> now TD07 <b>My Second Alphabet Activity Book</b> Read, spell regular words	60		
	<b>NEW!</b>	TD23	<b>Handwriting Practice 2 NEW!</b> Progress from Handwriting Practice 1, pre-writing activities, letter formation, combining letters to form words and sentences, to pre-cursive	60		
	<b>NEW!</b>	TD42	<b>Handwriting Practice 3 NEW!</b> Completing the set of three handwriting practice books, focuses on helping children to make the transition from print to joined-up writing, master writing at speed <b>Available June 2012</b>	60		
	<b>Sub total (transfer this to the Order Summary Table on the cover page)</b>					\$

Name: \_\_\_\_\_ Tel: \_\_\_\_\_

Code:		<b>Fun &amp; Games</b>	HK\$	QTY	Total HK\$
activities	T86	<b>Letterland Cookbook</b> Easy-to-follow recipes with Letterland characters. 48 pages	120		
	TB97	<b>Letterland Things to Make &amp; Do</b> Cut, Trace, Fold, Colour with Letterlander A-Z, 56 pages	120		
	TD20	<b>Harry Hat Man's Holiday Activity Book NEW!</b> perfect holiday activities	60		
	TD41	<b>Bouncy Ben's Brain Busters NEW!</b> activity book full of interactive activities such as puzzles and games <i>Available February 2012</i>	75		
software	T90	<b>ABC Adventure CD-Rom</b> great animated software game with activities on a-z letter shape and sounds, suitable for children aged 3+ (PC/Mac)	198		
flashcards <b>NEW!</b>	T65	<b>Sammy Snake's Snap</b> Speeding up letter recognition, four sets of a-z plus long vowels, silent magic e	87		
	T49	<b>Rhyming Flashcards</b> 56 cards. Identify words that rhyme and anticipate word endings, picture/word	87		
	TD35	<b>Make-a-Story Card Game</b> 64 cards. Play with over 100 possible sentences to make stories with this fun card game.	87		
poster	TB89	<b>Height Chart</b> Keep track of how fast your child is growing	75		
stickers	T21	<b>Alphabet Stickers</b> (1 sheet) For personal dictionaries and games	14		
	T46	<b>Merit Stickers</b> (1 sheet) Fun sticker offering encouragements: such as "I can read better than Red Robot"	14		
	T38	<b>First Sticker Dictionary</b> Featuring over 120 key words. 16 pages	60		
	T16	<b>Fun-To-Find Sticker Book</b> 80 fun things to find and stick. 16 pages	60		
board games	T68	<b>Giant Alphabet Puzzle</b> All the Letterlanders in alphabetical order, 28 pieces for age 2+	175		
	T92	<b>Lucy Lamp Light's Lotto</b> play lotto/bingo with up to 6 players	175		
songs	T40	<b>Action Songs CD</b> 26 alliterative action songs, a-z	138		
<b>Sub total</b> (transfer this to the Order Summary Table on the cover page)					\$

Code:		<b>Letterland LIBRARY</b> storybooks, magazine	HK\$	QTY	Total HK\$
picture only	T11	<b>Alphabet Adventures Softback</b> Different settings for children to search a-z Letterlanders, 24 pages	90		
	T67	<b>Adventure Poster</b> Size A2, pack of 3 posters: Land, Air and Sea (as in T11, Alphabet Adventures)	135		
	TD45	<b>Dippy Duck's Day of Discovery NEW!</b> search Dippy Duck's missing duckling in any of the 13 detailed scenes, 32 pages <i>Available April 2012</i>	90		
<b>NEW!</b> board books for age 0-3 kids	T48	<b>Letterland ABC board book</b> now <b>TD36 My ABC of Letters board book</b> 210 x 210mm, 26 pages, one alphabet on every page (a-z), hardback	90		
	TD22	<b>My ABC of Actions board book</b> 210 x 210mm, 26 pages, introduces the alphabet sounds using actions, hardback	90		
	TD21	<b>My ABC of Animals board book</b> 210 x 210mm, 18 pages, a book full of animals to spot on every page, hardback	90		
one sentence	T13	<b>First Picture Word Book Softback</b> Over 180 essential words. 32 pages. Size 254 x 254mm	90		
	T42	<b>"Who's Hiding?" Lift-The-Flap ABC Softback</b> Interactive lift the flap features, lively scenes, a-z	90		
more sentences	T64	<b>Alphabet Tales</b> Comic style colourful stories for each Letterlander, 80 pages, 220 x 280mm, softback	105		
rhymes	T14	<b>Alphabet of Rhymes Softback</b> 32 pages, one rhyme for every Letterland character, a-z, softback	90		
longer text: for reading-to or older learners	T41	<b>Bedtime Stories</b> Softback 32 pages. Endearing stories to be read again and again. Size 210 x 296mm	105		
	TB10	<b>Letterland Storybooks</b> A collection set of 20 hardback classic Letterland storybooks, featuring all the original characters. Each 24 pages each book. Size 165 x 185mm	1200		
<b>Sub total</b> (transfer this to the Order Summary Table on the cover page)					\$

## Letterland Q & A Column

**Q: Letterland是甚麼?**

A: Letterland是一套讓小朋友學習並掌握英語拼音(Phonics)的系統。Letterland透過字母擬人化、讓小朋友跟各個字母“做朋友”，學習並掌握它們的發音。Letterland與其他Phonics System的最大分別，就是Letterland是以故事來解釋各個字母的發音，令小朋友學習Phonics的過程更富趣味。

**Q: 為何要學習Phonics?**

A: 以前學英文，我們都是一個詞語一個詞語的學習，然後一一記住它們的發音。使用這種傳統學習法學習字詞的發音，不但累人，而且缺乏效率。而學習Phonics (拼音)，小朋友會知道每個字母的發音以及其發音規律，幫助小朋友能自行拼讀出英文字詞的發音。小朋友甚至可以面對一個從沒見過的字，也能成功讀出其發音，而不需學習國際音標。拼音這項能力在學校默書、或是朗讀文章、與人交流等都很重要。

**Q: Phonics與國際音標相比哪個更好?**

A: 國際音標可以幫助孩子發出絕對正確的發音，但由於一般兒童讀物或書籍並不會在每個字上標明該字詞的國際音標，如想使用，就要搬出字典或用網上字典查找字詞的國際音標，這與平時的閱讀習慣不符。而Phonics所教授的發音規律可能會有一些例外的情況，使用Phonics技巧發音未必100%準確，但小孩較容易掌握，而且使用Phonics發音不需要任何特別的圖標或符號作出提示，貼近正常的閱讀習慣，一般情況下Phonics亦適用於大多數字詞。

**Q: Letterland Story Phonics 的特色是?**

A: 在Letterland的世界裏，每個字母都有其專屬人物/事物作為代表，比如代表“A a”的Annie Apple、代表“D d”的Dippy Duck，而每個角色都有其獨特的個性及故事，學習Letterland的過程就是透過一個個關於Letterland角色的故事，讓小朋友透過故事內容掌握英文字母的發音。透過互動教學模式、Letterland角色扮演、繪畫及唱遊等活動來加強拼音學習興趣，趣味十足，小朋友從Letterland的故事中獲得快樂之余亦能在沒有壓力的環境下不知不覺學到了英文拼音的技巧，受用無窮。Letterland不單是學習英語拼音，還可以提高學習英語的興趣，從而提高小朋友閱讀理解及寫作、拼音及串字能力，對掌握英文默書(Unseen Dictation)技巧有很大幫助。

**Q: 我的孩子從沒接觸過Letterland，該買些甚麼教材給他呢?**

A: 挑選哪些教材要視乎您的孩子的年齡及語文程度。0-3歲的小朋友可以選擇Letterland Baby Starter Set，通過內容簡單直接的硬皮書及歌曲CD，先學習辨認字母、大小寫的不同外形、每個字母其所屬的Letterland角色的模樣及其名字，為未來正式學習Letterland Phonics作出準備。而3-5歲的小朋友由於已有一定程度的理解能力，可以選擇Phonics at-home Starter Set，透過Letterland有趣的故事及歌曲正式學習每個字母的發音。

**Q: 我可以把Letterland的教材交給孩子，讓孩子自己自學Letterland嗎?**

A: 基本上大部份Letterland教材都不是設計作自學用途的，需要有大人在旁指點、輔助。況且Letterland Story Phonics的特點就是Letterland有趣的故事，有大人給孩子講Letterland故事，當然勝過孩子自己拿著ABC Book閱讀，並且更能確保孩子有效地學到Letterland故事中要教會的Phonics skills。英語作為一門語言，學習發音、做拼字練習等，都需要有老師或家長從旁糾正、輔助，才能事半功倍。

如果實在沒有時間親自教導孩子學習Letterland Story Phonics，我們比較建議你把孩子送到Learning Centre或聘請私人老師教授。如果有時間可教孩子Letterland，但對Phonics沒有任何認識，可以參加我們的Letterland家長班，由淺入深從頭開始教會你Letterland Story Phonics的教學技巧。章程及報名表請到：<http://www.letterland.com/distributors/hong-kong> 的“Helpful downloads”下載。

Name: \_\_\_\_\_ Tel: \_\_\_\_\_