



***Analytic Measures Inc. (AMI) releases Moby.Read, a fully automated, self-administered oral reading fluency benchmark assessment for Grades 1-5.***

Palo Alto, California – January 3, 2019

Analytic Measures Inc. (AMI), developer of advanced speech and text evaluation technologies for education, today announced the release of Moby.Read®, a fully automated, oral reading fluency assessment for Grades 1-5. Moby.Read uses amiSCORE, AMI’s automated speech recognition (ASR) and natural language processing (NLP) technology engine, to score and report core oral reading fluency skills, including reading level, accuracy, reading rate, comprehension, and expression.

Moby.Read is a voice-interactive, fully digital reading assessment, which has been scientifically validated with students at schools and districts from across the United States. Moby.Read’s interactive reading tasks engage students. The automated administration provides consistent and efficient scoring of students’ reading performance, which reduces potential human proctoring bias. It also saves teachers’ time for classroom instruction. This way, Moby.Read provides schools and districts with an immediate and valid measure of oral reading fluency, while it enables teachers and specialists to spend more time on student performance for differentiated instruction that improves students’ reading skills.

Moby.Read runs in Chrome on Chromebooks, Macs and Windows PCs, and it runs as a native app on iPads too. During the assessment, students read passages aloud and then summarize the passage content and respond to short-answer questions using their own voice. Following best practice, Moby.Read embeds model readings and opportunities for students to “go back” and re-read a passage to hone their reading skills. The assessment takes approximately 12 minutes to administer. There are multiple administration models to fit diverse school environments and schedules. Moby supports administration with a single device in the classroom (where students can take turns with it throughout the day), or with full classes in computer labs, classrooms, or in a library, or any other customized approach to fit school needs.

Key oral reading fluency scores, such as Reading Level, Reading Rate (Words Correct Per Minute), Accuracy, Comprehension, and Expression are reported immediately to teachers for review and action. Additionally, audio recordings of student performances are captured so fluency and comprehension can be reviewed for further analysis and shared with reading specialists, parents, and students.

Remarking on both the data science and human experience unique to Moby.Read, President and Founder, Jared Bernstein, said, “Moby.Read is a step forward in the science of early reading

assessment. By combining spoken language processing with best assessment practices in new task types, Moby.Read converts a complex, time-consuming process into an efficient and valid assessment. AMI is proud to bring this innovation to students, teachers, and schools so they can easily analyze oral reading skills to accelerate student progress.”

Moby.Read was developed with funding from the U.S Department of Education’s Institute for Education Sciences (IES). AMI received two grants to develop Moby.Read, validate its use in schools and districts across the US, and prepare the technology for release as an operational application. Additionally, AMI partnered with Educational Testing Service (ETS) to collaborate in pilot testing, in fairness-bias review, and in gathering concurrent measures of reading ability.

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About Analytic Measures Inc.:

Founded in 2014 and based in Palo Alto, California, Analytic Measures Inc. (AMI) is an employee-owned corporation founded on the principle that strong data science and technology applied in educational settings will accelerate learning. AMI designs and builds advanced artificial intelligence (AI) applications and machine learning technologies for education products. Additionally, AMI works with education industry leaders to deploy technologies to improve assessment and learning products. AMI applies machine learning, psycholinguistics, and psychometrics to develop technology-enhanced products and scoring systems (amiSCORE). AMI’s automated speech and text evaluation technologies measure a range of skills, including reading, communication, academic content, and social/emotional skills. For more information, visit [www.analyticmeasures.com](http://www.analyticmeasures.com).

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