

Category	Magical I Am	(OG) Orton- Gillingham	(DDAI) Davis or Davis Dyslexia Association	Starfall	Lexia Learning Systems
Demand	Over 5.5 million targeted impressions; downloadable in Apple/Google app stores for under \$1.90	From the 50s to Today an Estimated 1.5 million people have been tutored or participated in an OG school	Approximately 150,000 students from 31 countries have participated in a Davis Dyslexia Correction Program	Large following	Over 20,000 schools; 350,000 teachers certified; over 5.5 million K-12 students
Gameplay Adventures on Smart Phones and Tablets	YES	NO	NO	Phonics, symbols & sounds, sentences and phrases online - in school & at home	Phonics, phonemic awareness, symbols and Sounds, sentences and phrases online - in school & at home
Size Of Class	Autonomous Gameplay by the Dyslexic Child	1 - 2 Teachers per 8 - 9 Students Which Facilitates One-on-One Instruction	After taking a one week Facilitator Course, the Parent or Tutor Teaches with One-on-One Instruction	Individual; adapts to any classroom size	Individual; adapts to any classroom size

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Years To Complete	6-12 months to Complete the game; because this App is in Digital Content Format and has frequent enhancements of the App, the gameplay could go on for several yrs	Desired Minimum Commitment of 3 Years	6-18 Months	Complete in K-5	Complete in K12
Recognizes Abstract Words to be Interrupters while reading	YES	NO	NO	NO	NO
Recognizes that over 50% of the K-3 text are Abstract Words and Symbols	Yes	NO ... moreover, the definition of an Abstract Word is assumed to be known, but no meaning is given	YES	NO	NO

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Evaluation of Student Progress	2x/month a Parental Report illustrating 8 metrics	Parent/Teacher Conferences, Quarterly Reports	Each Individual Facilitator Follows up with the Parent with No Set Protocol	Teacher-Parent evaluation during class time & at home	Teacher-Parent evaluation during class time & at home
Mind's Eye (M.E.) Technology	<p>The Bindu, "The Spot"/ Metaphysical location is above the midline of the head for focus or accurate perception in the flat 2D World of written text or in the 3-D world in which we live.</p> <p>Patented Bindu M.E. Tech</p>	NO	The Orientation Point/Metaphysical Point is located behind and above the head for accurate perception in the 2D World of written text or the 3-D world in which we Live	NO	NO

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3-D Dominated Multi Sensory Learning	YES... 3-D Software for mastery of 300 Sight Words, including Abstract Words & Symbols	NO... Methodology influenced Heavily with Logical or Abstract Learning. Promotes a variety of sources with sensory input to accent and teach their basic 2D Learning methods (Limited Multi Sensory)	YES... Mastery of Upper and Lower Case Alphabets, Abstract Words, 14 Punctuation Marks Created by the hands of the dyslexic pupil	NO... Limited 3-D graphics are used.	NO... Limited 3-D graphics are used.
3-D Mastery of the Upper and Lower Case Alphabet Letters	YES – Hands-On with clay letters; developing a 3-D digital game	NO -Verbal Instruction With Possible Drawing of Individual Letters with 3-D medium of Sand. High Probability of A-Z Memorization	YES – Hands-On, 3-D Imagery... Must be visualized and said; imaging each letter from Z - A (using sculptor's clay)	YES	YES
Punctuation	Verbal instruction, clay work, and Physical 3-D Mastery of the Eyes to maximize comprehension; developing a 3-D digital game	Verbal instruction only - no 3-D training	Verbal instruction as well as Physical 3-D Training of the Eyes as to what to do and not to do when reading and encountering a Punctuation Mark	Verbal instruction and limited graphic instruction	Verbal instruction and limited graphic instruction

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Program Longevity	Created 2019; Public download in Apple and Google App stores began summer 2023	In the 1950s, OG was adopted as the methodology to teach the dyslexic to read. Phonemic Awareness methodology was implemented as a teaching methodology in the mid 90s. In 2021, it is still considered the gold standard for teaching the dyslexics how to read	Created in the 1990s by Ron Davis. The Book, "The Gift of Dyslexia" is in 31 Languages. DDAI has facilitators across the world and In each one of those Languages	Created 2002	Created 1984
Educational technique	First of its kind, Digital Role- Playing Edutainment Game with Learning to Read Embedded in a Storyline that Promotes Play	Phonemic Awareness, Followed by Phonics in year 3	Time Intensive Clay Symbol Mastery	Phonemic awareness, phonics, rote and drill; No role- playing edutainment	Fluency, comprehen- sion, vocabulary, phonics, phonemic awareness, rote and drill; No role- playing edutainment

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Phonemic Awareness and Phonics	NO ... Both are considered to be Abstract Languages dominated by 2D learning, with Phonics having its own set of 2D Abstract Symbols and Sounds	YES	Minimal Instruction	YES	YES
Building Vocabulary with Prefix and Suffix instructions	NO	YES	NO	YES, exposed to large glossary of words	YES, exposed to large glossary of words

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Mastery of the Abstract Words and Punctuation Marks rather than attempting to merely Memorize using rules with exceptions to these rules	Yes... MASTERY... Every word (abstract or not) has three parts to it and once all three parts are Mastered, one has it for life. Memorization does not equate to knowing the MEANING of, the SOUND of nor the LOOK of the word; memorization inhibits the learning process.	NO	YES... Mastery Every word (abstract or not) has three parts to it and once all three parts are mastered, one has it for life	NO	NO
Red Words (OG term = not decodable)	NO... Every word (abstract or not) has three parts to it and once all three parts are mastered, one has it for life	YES... These are words that cannot be sounded out and do not follow any phonics rules	NO... Every word (abstract or not) has three parts to it and once all three parts are mastered, one has it for life	YES, These are words that cannot be sounded out or follow any phonics rules	YES, These are words that cannot be sounded out or follow any phonics rules

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Efficacy Determined by a University Study	No Studies to Date	At least 3 University Studies since 2003; but none of the 3 Research Studies validates the OG's efficacy in the classroom	Numerous Studies and White Papers; However, University Research Standards have not been met	A number of papers	Numerous case studies
Patents	The US Patent Office has allowed the Bindu M.E. Tech patent and the Adaptive Content Casting patent; 2 other patents: Gameplay Evaluation Method (GEM) ; Provisional Patent for: unique, digital, Reading Diagnostic Tool	NO	NO	0 Patents; 29 Trademarks	4 Registered Patents; 19 Trademarks

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Price	<p>Less Than \$350 Total download For grade levels (K-5), in English and contains 300 Abstract Words and Punctuation Marks.</p>	<p>\$20,000 - \$48,000 per Year Varies from OG School to OG School</p>	<p>\$4,400 - \$4,900 One Week of Facilitator Instruction</p>	<p>Numerous apps ranging from \$0.99 to \$5.99.</p>	<p>Portions are free; average cost per Classroom student = \$40/yr</p>
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