

*July 9, 2014*

### **New Tokyo Individualized Educational Institute Internet Class to Start in August**

Tokyo Individualized Educational Institute, Inc. (TIEI) will start operating the “**Tokyo Individualized Educational Institute Internet Class**” in August 2014 for individualized instruction via the Internet. TIEI has been conducting development and research activities for this new business. Internet learning is a central strategy of the “Shining☆2015” medium-term management plan.

In Japan, a very large number of educational companies are concentrated in large metropolitan areas. As a result, there are differences in education that is available depending on where a student lives and the environment. The ultimate objective of the new Internet school service is to combine TIEI’s expertise in individualized education with Internet technology in order to eliminate these regional differences in the quality of education services.

The new service allows TIEI to conduct Internet lessons with the same high-quality and added value as lessons at TIEI’s schools because students can work with a teacher on a real-time basis using video, audio and a whiteboard through an interactive link that is easy to use utilizing Windows PC or iPad/iPhone/iPod touch.

Students preparing for an entrance exam receive instructions from teachers who attend a prestigious private or national university or who have a proven record of enabling students to pass the entrance exams of these universities. Receiving this high-quality instruction is a major feature of the new service. TIEI is launching this new service only after completing trial operations in 2013 that enabled many students to enter prestigious private and national universities, thus proving the effectiveness of the service.

In April 2014, TIEI started offering the “Benesse Science Class” and “Benesse Writing Class.” The same month, TIEI also began offering the Shinkenzeni Individualized Support Class at all of its schools. These new activities, the new Internet class and other new businesses that are in the research and development stages are all aimed at diversifying the business model that is now centered on individualized instruction. TIEI wants to establish a multi-faceted business model that is capable of supporting sustained growth for many years.

## **Tokyo Individualized Education Institute Internet Class Services**

### **1. Reason for developing the Tokyo Individualized Educational Institute Internet Class**

According to a 2010 special service industry survey, the Tokyo area, Nagoya area, Osaka area and northern Kyushu accounted for 63.1% of sales at exam preparation schools. This high percentage shows that there are regional differences in education in Japan.

TIEI is guided by a management philosophy with three elements: (1) Have confidence; if you try it, you can do it; (2) Enjoy taking on challenges; and (3) Know the importance of having a dream in your life. By offering services based on this approach to education, TIEI is committed to enabling all students to realize their full potential. The new Internet school brings together individualized education skills gained over many years and the latest Internet technologies. TIEI performed research and development activities for this new Internet service because helping eliminate regional differences in education is one of the company's social missions.

### **2. Features and test results of the new service**

Internet lessons at TIEI will not be the customary one-way video classes. This new service creates a learning environment that is almost like being in the same room with the teachers so that students can use video, audio and whiteboard links for real-time interaction with a teacher through an interactive link that is easy to use utilizing Windows PC or iPad/iPhone/iPod touch. Students can receive one-to-one instruction via the Internet that consists of the same high-quality lessons that are used at TIEI's schools. Fostering mutual trust between teachers and students is possible, too. Focusing on TIEI's core principles of "trust, encouragement and praise" motivates students and sustains this motivation. This philosophy allows providing outstanding hospitality, too.

A trial of the new Internet class in 2013 resulted in a number of students who passed entrance exams at prestigious private and national universities. In the follow-up questionnaires, students gave the new service the highest ratings for satisfaction and a sense of accomplishment.

### **Overview of Services**

#### **(1) School years**

All three years of junior and senior high school (graduates of these schools included)

\*For the stability of the new service in its first year, only about 50 students will be allowed to register. Current students of TIEI and Kansai Individual Educational Institute (KIEI) were the first to receive information about the Internet school. For other students, a separate campaign to mark the launch of the new service started today (July 9).

\*More information about the Internet class and this campaign is available at <http://www.kobetsu.co.jp/net/>.

#### **(2) Class hours and tuition**

One class is 55 minutes and the average tuition is about ¥21,000 per month.

\*School years and the number of classes per week are different for students of TIEI and KIEI and other students.

#### **(3) Instruction method**

Classes are held through a TV conference system utilizing Windows PC or iPad/iPhone/iPod touch, which allows students to attend classes from their homes.

\*Please see the above website for information about the requirements for using this system at home.

#### (4) Progress supervision

At every class, the instructor uses a progress management sheet to monitor in detail how the student is advancing toward a goal. Goals are established to match the capabilities of each student. This system allows providing “an order-made learning plan” just as for conventional individualized instruction.

### 3. Upcoming activities

A billing service will start in August 2014. Next, TIEI will evaluate the stability of the new Internet school in order to reach decisions about adding courses (for example, a program for prestigious Tokyo public high school entrance exams or a Waseda University entrance exam arts and sciences program) and taking other steps to enlarge the service lineup. The goal is to supply education services that precisely match the requirements of each student.

In the current fiscal year, which ends in February 2015, the new Internet school is expected to have only a negligible effect on results of operations. TIEI is working on building a multi-faceted business model by starting new businesses like this Internet school. The objective is to establish a foundation for sustained growth in sales and earnings.

[Reference] Example of Internet school lesson

Simple operations create an atmosphere that is similar to having the instructor and student in the same room.

The screenshot displays a virtual classroom interface. On the left, there is a grid of four seats, each with a chair icon and the label "空席" (Empty Seat). The top row is labeled "Student" and "Teacher". The main workspace on the right shows handwritten notes in red ink on a white background. At the top, the equation  $\frac{RT_0^2}{8S^2} = \frac{1}{2} R \left(\frac{T_0}{2S}\right)^2$  is written. Below it, a diagram labeled "IV" shows two states of a gas cylinder. The first state has a piston at height  $\frac{3}{2}T_0$  and pressure  $P_A$ . The second state has a piston at height  $2T_0$  and pressure  $P'_A$ . Below the diagram, the text "はね  $\frac{T_0}{2S}$  の  $V$ " and "はね  $\frac{T_0}{S}$  の  $V$ " is written. Further down, the text "Aの気体は断熱変化  $\Rightarrow PV^{\frac{5}{3}} = (-定)$ " is written. Below that, the equation  $P_A \left(\frac{3}{2}T_0\right)^{\frac{5}{3}} = P'_A (2T_0)^{\frac{5}{3}}$  is written. At the bottom, the equation  $\therefore P'_A = \left(\frac{3}{4}\right)^{\frac{5}{3}} P_A \text{ --- ①}$  is written. A red arrow points to a yellow circle at the bottom right of the workspace.