



Playaway Language Programs Provide Learning On the Go

Playaway®, the first pre-loaded digital audio player, has quickly become a format of choice for both learning and recreation downrange. Playaway's broad selection of language tutorials – from Arabic and Chinese to Pashto and Dari – combined with a format that is ultra-portable and extremely durable on the front lines, has made it a fast-growing and highly commended DoD MWR program.

“Playaway's unique format can go where no other audio language programs have gone before—right to the front lines,” says Blake Squires, founder of Findaway World. “The extraordinary feedback we have received directly from our troops makes us proud to be contributing to their education and morale.”

Audio content and digital technology are now merged into a single-player format, allowing Playaway to fit listeners' lifestyles in a way CDs, cassettes and downloads cannot match. Weighing less than two ounces and smaller than a deck of cards, each Playaway comes with a standard AAA battery and ear buds to allow for immediate listening. Soldiers simply press play and can begin learning a new language at the press of a button.

Playaway was first deployed in April, 2007, by the U.S. Army's Military Library Program through MWR funding. In less than two years, programs have grown and now include all major branches of the military through a comprehensive DoD MWR effort. To date, over 650 military units have received Playaways through this program with continued enjoyment and praise from the warfighter.

“These are absolutely great! The Playaways that you sent are the coolest things I've seen. They are an incredible morale multiplier. They are perfect for Soldier's MWR activities and fitting for our location.” – from a Cavalry Scout serving in Iraq

For more information on Playaway, e-mail military@playaway.com or call 1-877-983-0808.

