

Starling
by VersaMe

Starling PARTNERS



THE HIGHLIGHTS

- Five library jurisdictions will be selected (mix of rural, suburban & urban).
 - Libraries will receive a supply of Starlings – a wearable word counter.
 - Includes staff training and support to pilot various approaches to sharing and/or loaning the devices to families.
 - Application deadline: 5:00PM on Friday, September 8, 2017.
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- Application link: <https://www.surveymonkey.com/r/StarlingPilot>.

KEY DATES

Today	Explanation webinar
Sep 8	Application deadline
Sep 29	Pilot libraries picked
Oct '17	Initial Train-the-trainer
Bi-monthly	Individual check-ins, review dashboard and data
Bi-monthly	Group conference call, data analysis strategies
Aug '18	Conclude Pilot

Education problems
start early

Babies' brains become faster
with more language exposure



Stanford University
Sloan Fellows

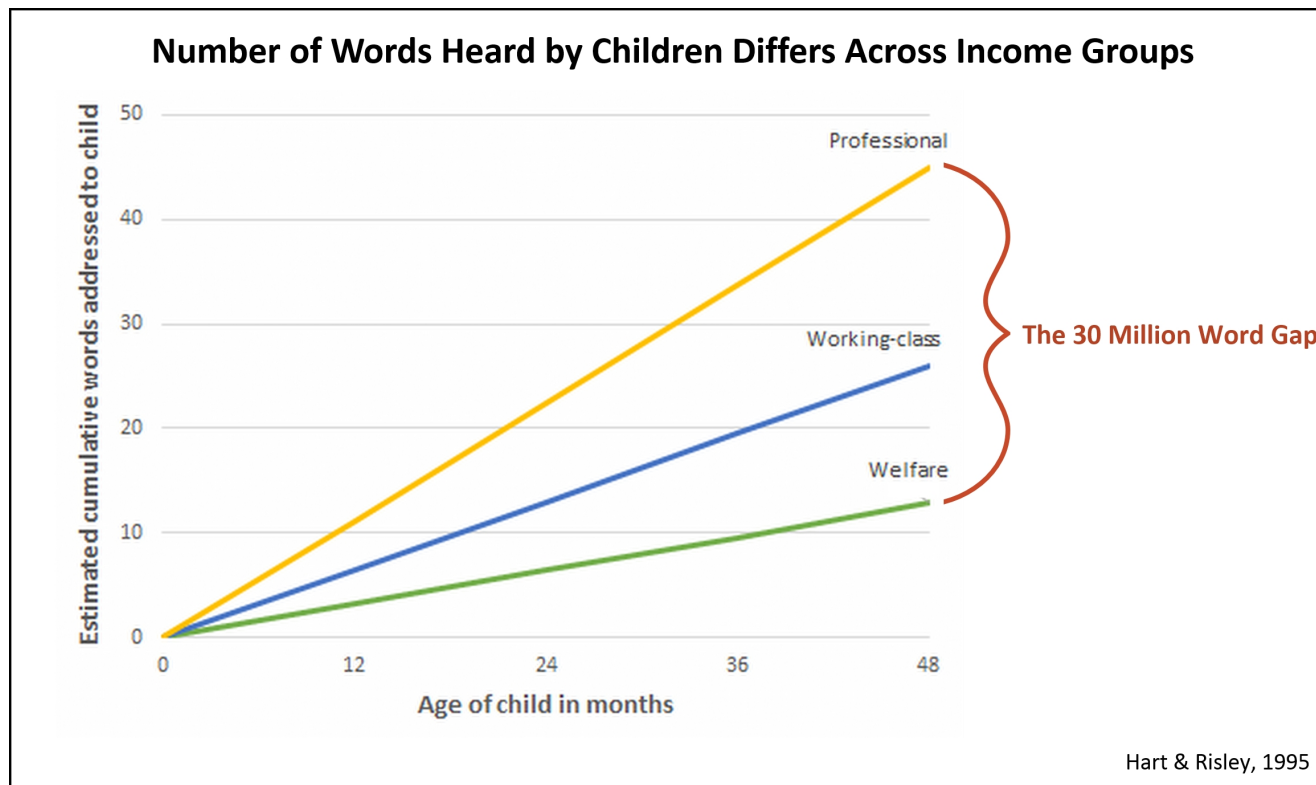
Stanford Anne Fernald's
research on vocabulary disparities

Created the Starling
to help parents talk more



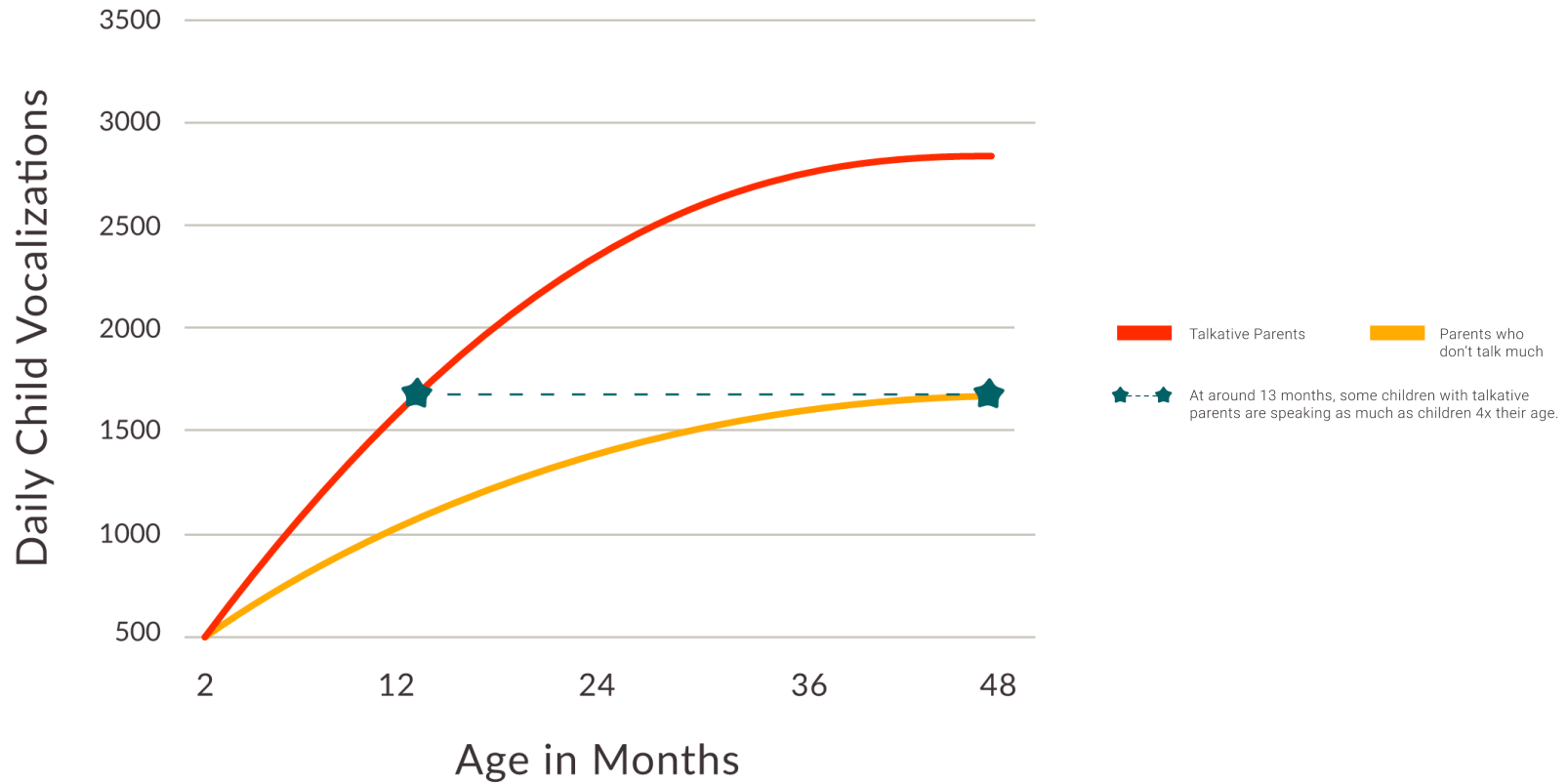
RESEARCH

30 MILLION WORD GAP



RESEARCH

WHY WORDS MATTER



Words

Hand Gestures

Eye Contact

Touch

Trust

Words

Smiles

Play

Laughter

Body Language

Say "Hello" to the Starling

Battery

Charging cradle + cable
Re-chargeable Li-Polymer cell
Up to 5 days with 'average' usage

Product Specs

47 x 9.9 x 45.4 mm
Omni-direction microphone
3-axis accelerometer
Ambient light sensor
19 grams



Companion App

iOS + Android compatibility
Instantaneous word count update
In-app daily activities
Bluetooth 4.1 (low energy)

Product Features

Does not record
Works in any language
Waterproof
Non-choking hazard



Heather: Vernon, IL Area Public Library



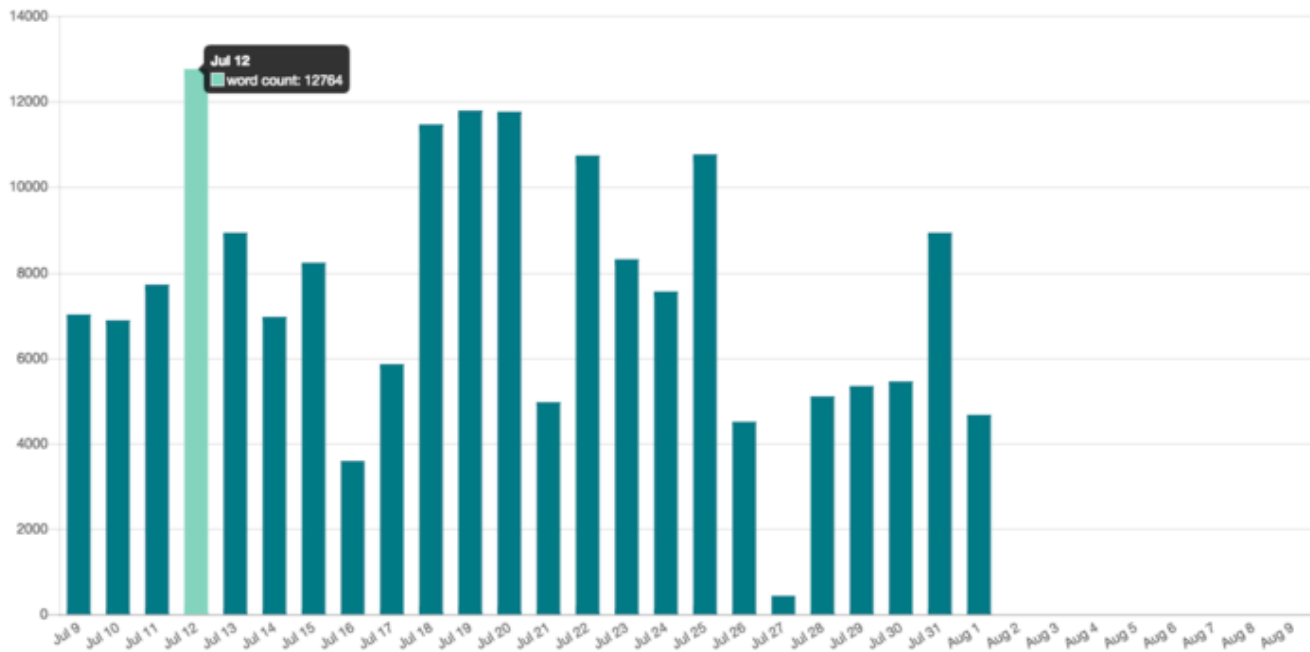
Karen: Greenville, SC County Library

Organizational Dashboard

Save The Children UK (STC)

Edit Delete Close

category: group program



Communicate directly with parents

Streamlined measurement tool

Efficient set-up of multiple devices



QUESTIONS & ANSWERS



QUESTIONS & ANSWERS



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