

## What participants are saying after Cellfield

"Cellfield has helped me. I have become more fluent with my reading and I am able to pronounce words better." *Sam 13*

"I am now looking for harder books to read and I feel better in myself because I can now finish a book and remember what I have been reading." *Aiden 11*

"I read the morning notices to the rest of the class." *Stephen 11*

## What parents are saying after Cellfield

"I was surprised to find him reading a book in his bedroom after lights out. He wouldn't have read any books before." *Chayase*

"He did not notice his improvements at first. Now he is up to the other children in his class in reading and has more confidence... And his spelling results are very much improved." *Carolyn*

"Her reading has improved, but she's also much calmer, is able to reason more." *Jayne*



Cellfield is Australian designed and developed. Cellfield is provided world-wide by university trained practitioners.

Cellfield delivers results in just weeks!<sup>5</sup>

### References

1. Shaywitz, Sally MD, *Overcoming Dyslexia*, Vintage Books, 2005, p83.
2. An Australian invention, Cellfield has patents granted in the USA, UK, Germany, Singapore and Australia.
3. New pathways to the remediation of dyslexia: neural and literacy outcomes of the Cellfield intervention, for dyslexia, Jacqueline Sander et al, *Cognitive Psychophysiology and Reading Laboratory, School of Psychology, University of Tasmania, Australia*.
4. Professor Coltheart "A Preliminary study of the Effectiveness of the Cellfield Reading Programme", *Macquarie Centre for Cognitive Science, Macquarie University, Sydney, Australia*.
5. A study of 262 subjects who completed the Cellfield Intervention Australian *Journal of Learning Disabilities* Volume 10, Number 2, 2005.

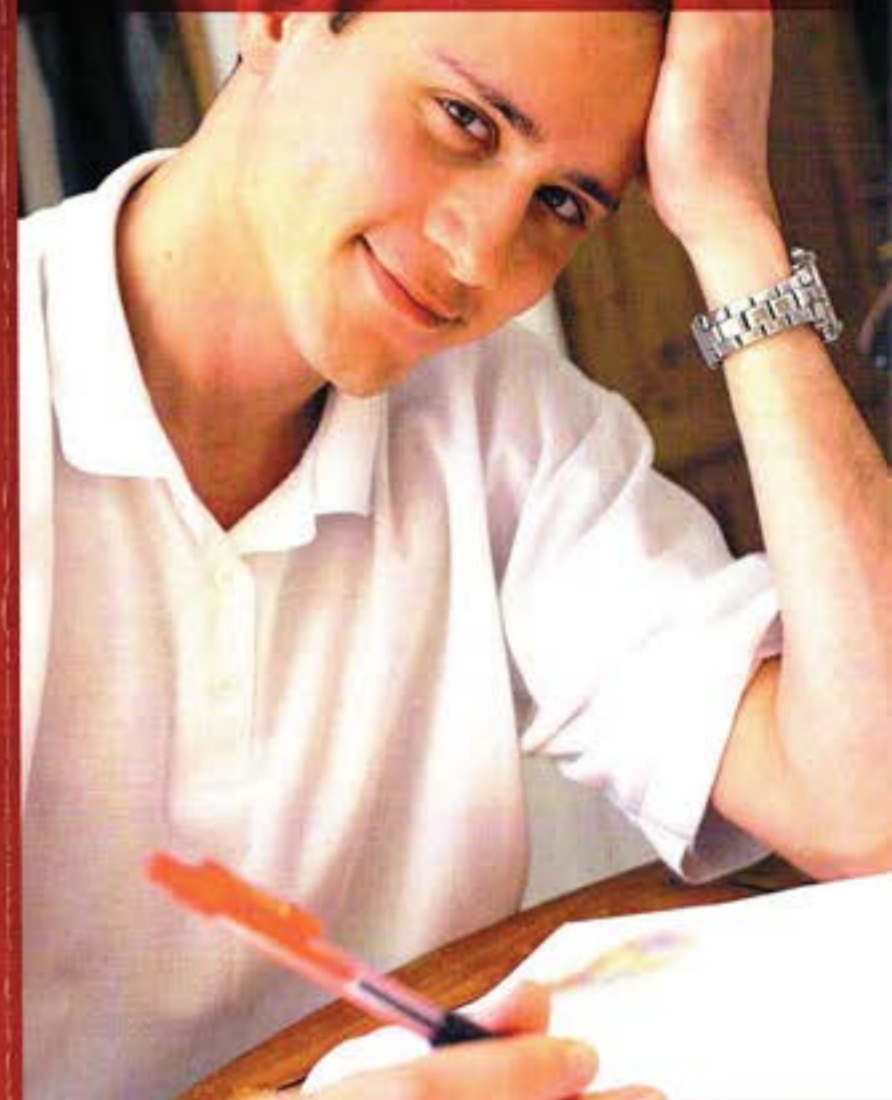


A neuroscientific reading program

[www.cellfield.com](http://www.cellfield.com)



At last! A quick and powerful way through the reading struggle...



# cellfield

Testing & Treatment for Dyslexia

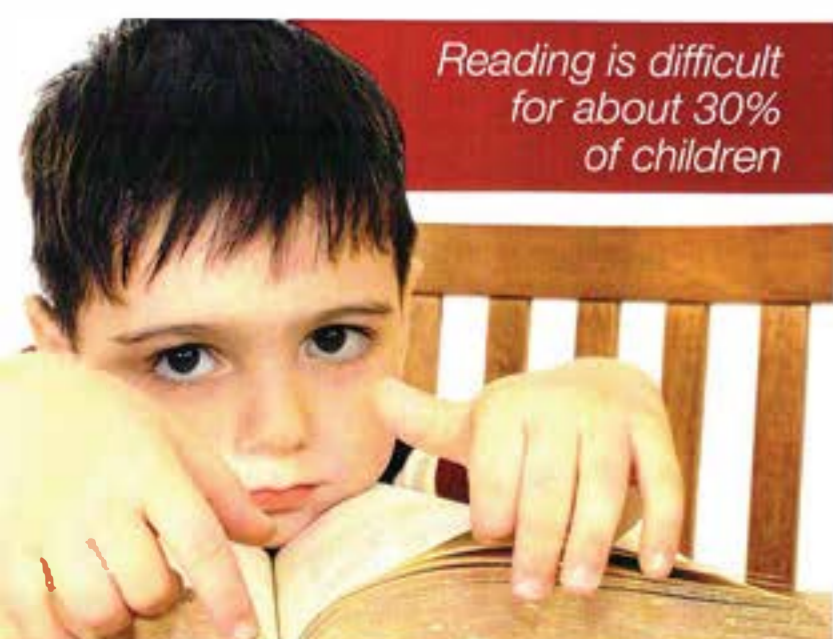
## Why reading is important for your child

In our modern world, strong reading skills are critical for children to succeed in study and to maximise their potential in life. By year 3 children are expected to be reading to learn, rather than learning to read. Reading continues to be difficult for about 30% of children, despite good teaching and additional support. Cellfield offers new hope for those with reading difficulties.

## Learning to read

While learning to speak is natural, learning to read is not. Children need to use parts of the brain designed for other activities.

They must learn to transform what they see into speech - a language code which already has meaning for them.



Reading is difficult for about 30% of children

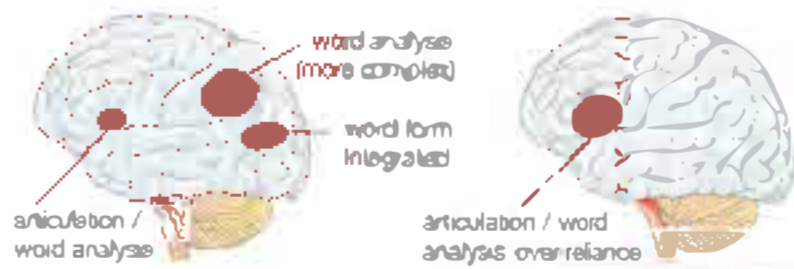
## Why 3 in 10 children have difficulty learning to read

Brain imaging research shows that poor readers have fewer reading brain circuits and in the wrong places. This makes reading laborious and too slow for good comprehension.

### Neurological Signature for Dyslexia<sup>1</sup>

Non - Impaired Reader

Reader with Dyslexia



Because these are neurological differences, it is unlikely that the skills required for good reading can quickly be achieved through usual remediation methods alone. A brain plasticity based intervention like Cellfield is required.

## Why you need Cellfield

- Now Cellfield. A world-first brain plasticity based intervention, directly addresses the inefficient neural wiring underlying Dyslexia.
- Cellfield integrates the parts of the brain required for efficient reading.<sup>2</sup>
- Cellfield develops and strengthens the left hemisphere brain activity, which good readers use when reading.<sup>3</sup>
- Cellfield enables reading to become more automatic, increasing both fluency and comprehension.
- Cellfield delivers results in just weeks.<sup>4</sup>
- If by Year 3 your child is not able to read age appropriate texts fluently and with understanding, contact your nearest Cellfield provider or call (07) 5532 5844.

## Cellfield gets results fast

Cellfield is an accelerated brain plasticity based program conducted over three months. This is an intensive intervention which includes:

- Initial reading assessment
- 10 daily clinic based computer sessions and home activities over two weeks
- Second reading assessment to monitor gains
- 10 weekly clinic based reading fluency training sessions and home activities over ten weeks
- Third reading assessment to monitor progress
- Final written report

## Cellfield gets outstanding results

Cellfield participants on average improve ONE TO TWO years in reading skills in just 26 days.<sup>5</sup>

There is no other program which can consistently show the same results in such a short time interval.

