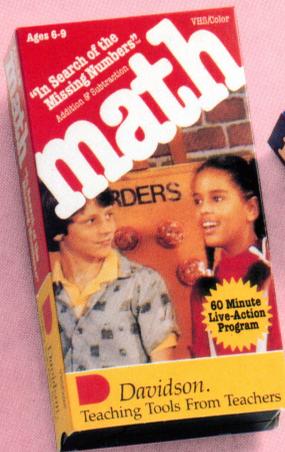


Video adventures in learning.

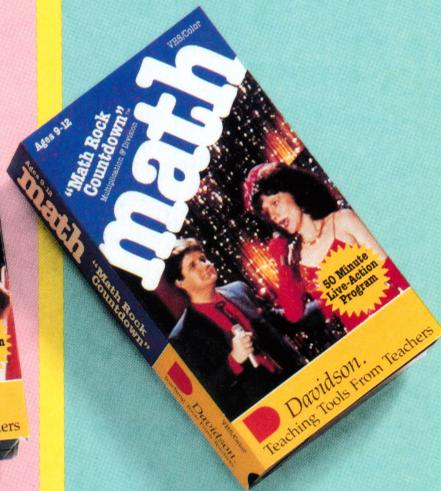
“In Search of the Missing Numbers”



“This video program presents basic addition and subtraction concepts in a format that children find very exciting. It’s sound education made fun!! My students just love it.”

Betty Ann Heineman
Resource Specialist

“Math Rock Countdown”



“Using the ‘rock countdown’ format, the program introduces valuable multiplication and division concepts in the context of songs that kids will remember long after they hear them. Parents will find themselves singing along, too.”

Carol R. Maken
Educator and
Technology Consultant

 *Davidson.*
Educational Videos

Davidson's new videos help children use math to solve everyday problems.



Dear Parents and Teachers,

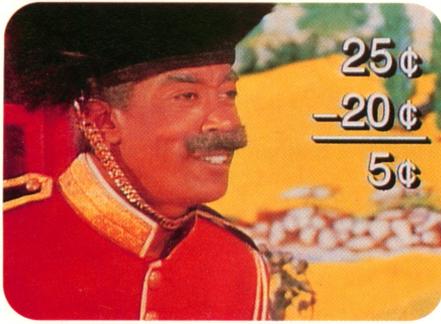
As a parent and teacher myself, I know how challenging it is to teach basic skills creatively. But that's just what Davidson strives to accomplish. We take advantage of technology to design educational products that encourage all children to be successful.

In this brochure, we are unveiling two new videos that follow the Davidson tradition of making learning exciting — **IN SEARCH OF THE MISSING NUMBERS** and **MATH ROCK COUNT-DOWN**. Both videos will help your children build basic math skills by demonstrating how math is used to solve everyday problems. In addition, your children will be entertained with humor and music as they learn; they'll ask to watch the videos again and again, learning more each time.

Both of these programs, like all of Davidson's award-winning educational products, were designed by teachers and tested in classrooms. While we are proud of our awards, the letters we receive from satisfied parents, teachers, and children are a greater source of pride. Please drop us a line to let us know about your experiences with our products.

Jan Davidson
Jan Davidson, Ph.D.
President





Get ready to meet Cross D. Bridger as you go "In Search of the Missing Numbers" through the fantasyland of Blasteria. Follow Brad and Melissa who use addition and subtraction skills to save Blasteria from the evil computer bugs!



Move over MTV—here comes "Math Rock Countdown" with host K.C. Greasum. Watch K.C. and a whole cast of live entertainers sing rap, country and blues songs that teach your children key multiplication and division skills.

Educational videos so entertaining, children are eager to learn

Imagine a way for children to learn fundamental math skills with humor and music instead of chalkboards and pointers. Start with a cast of amusing and endearing live-action characters and create genuinely funny adventure stories. Then showcase addition and subtraction, and multiplication and division as a natural part of everyday life.

These are the concepts behind Davidson's new dynamic educational videos. Children will benefit by learning basic math skills including:

- Verbalizing problems
- Translating a word problem into a number sentence
- Using *clue words* to determine when to add, subtract, multiply or divide
- Calculating answers
- Dealing with units of measurement and time
- Working multiple stage problems

These two entertaining programs help children build a more positive attitude toward math. Live action, humor and music create motivating stories that children will want to watch again and again. With each viewing, they'll learn more as the educational content is reinforced.

In Search of the Missing Numbers

(Addition and Subtraction, Ages 6-9)

Children will delight in following Brad and Melissa into the fantasyland of Blasteria as they search for missing numbers. Along the way, our heroes befriend Papa Roni, The Processor, Memory and Cross D. Bridger. These colorful characters use addition and subtraction to help solve the mystery of the missing numbers AND save Blasteria from the evil computer bugs, Fallover Crumbwell and Crawley. Math was never this much fun!

Math Rock Countdown

(Multiplication and Division, Ages 9-12)

Move over MTV! Anna and Lewis, math trivia contest winners, attend the taping of "Math Rock Countdown," America's top-rated new music show with zany producer, Sterling Pinchpenny. Rap with The Products as they master multiplication. Sway with The Siblings in division blues. Sing along with Treva Sue and the Bleaters as they use math facts to tell their country rock story. Anna and Lewis join host K.C. Greasum, roving reporter Todd Toady and a whole cast of performers in a musical countdown that will improve everyone's math skills.



Davidson: The leader in award-winning educational products for children.

Our products go beyond teaching the right answer. They teach the concepts behind the questions. Like all of Davidson's educational products, these two videos are designed by teachers and tested in classrooms to assure a successful learning experience for all children.

In Search of the Missing Numbers

Objective: "In Search of the Missing Numbers" builds and reinforces addition and subtraction skills by demonstrating how math is used to solve problems in everyday situations.

Level: Ages 6 - 9 (Grades 1 through 3)

Running time: 60 minutes (two 30-minute segments separated by an intermission)

Suggested retail price: \$19.95

Format: VHS/Full Color

Math Rock Countdown

Objective: "Math Rock Countdown" concentrates on building basic multiplication and division skills and developing strategies for solving problems.

Level: Ages 9 - 12 (Grades 4 through 6)

Running time: 50 minutes (two 25-minute segments separated by an intermission)

Suggested retail price: \$19.95

Format: VHS/Full color

ORDER TODAY!



TOLL FREE: 800 545-7677

IN CALIFORNIA: 213 326-7444

Or mail \$19.95 plus \$2.50 postage/handling for each video ordered.
(California residents add 6.5% sales tax.)

In Search of the Missing Numbers

(Quantity) _____

Math Rock Countdown

(Quantity) _____

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Signature: _____

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