



## JOINT MEDIA RELEASE

FOR IMMEDIATE RELEASE

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### **Secret Sauce IP Ventures to commercialise mobile learning software**

Melbourne and Brisbane, Australia — Secret Sauce IP Ventures today announced it has been granted rights to commercialise mobile learning software developed at the Australasian Cooperative Research Centre for Interaction Design (ACID).

The Mobile Learning Kit (MiLK) takes teaching and learning opportunities out of the classroom and into any environment by giving teachers the ability to design interactive, curriculum-based learning activities using mobile phones and the Internet. Students can create their own learning profiles, discuss topics with other students and teachers, share ideas, photos and comments, and design their own learning events. Already deployed in a number of Australian, UK and US secondary schools, MiLK has been used successfully to improve student engagement and learning outcomes.

“This agreement with Secret Sauce demonstrates ACID’s commitment to creating tangible commercial outcomes from our R&D program,” ACID CEO Suzannah Conway said. “MiLK is the result of an intensive two year research project so we are excited at the opportunity to work with Secret Sauce to deliver meaningful outcomes for teachers and students, not only in Australia but around the world.”

Secret Sauce will identify suitable educational software companies to deliver the software in the Australian and international markets.

Steve Telburn, Managing Director of Secret Sauce said, “Text messaging and the Internet are the preferred communication tools of the Facebook generation, so it is not surprising that lessons delivered using the MiLK platform are so much more effective and engaging. The real eye-opener was that students continued to use the MiLK platform in their free time. This is obviously how students want to learn.”

More information on MiLK can be viewed at [www.milkit.com.au](http://www.milkit.com.au).

#### **About ACID**

ACID develops better ways for people to interact through information and communication technologies and is the single point of access to over 120 academic and industry researchers in Australia and New Zealand. ACID’s trans-disciplinary practice brings together designers, developers, ethnographers and computer scientists in agile, expert teams formed for specific R&D projects. ACID is supported under the Australian Government’s Cooperative Research Centre’s Program. [www.acid.net.au](http://www.acid.net.au)

#### **About Secret Sauce**

Secret Sauce is an Australian-based intellectual property commercialisation firm. Secret Sauce acquires exclusive rights to intellectual assets created by innovative Australian companies and generates revenue through licensing the assets to companies in other markets or by creating new start-up companies. [www.secretsauce.com.au](http://www.secretsauce.com.au)

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