

## ■ Examples of DX by Benesse Group



### Learning tablets for Shinkenzeni Courses

Maintaining the continuity of education during the COVID-19 pandemic has been a major social priority. Benesse has responded to this need by rapidly introducing learning tablets. To date over 3 million tablets have been supplied to elementary and junior high school students enrolled in Shinkenzeni courses throughout Japan. By using AI and other technologies, we are able to provide individually optimized learning.



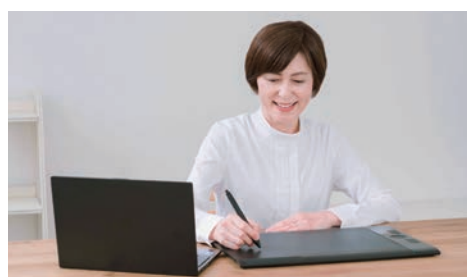
### Service Navigation System

This system allows nursing staff in care facilities to input daily records about residents via computers or smartphones. The information can then be accumulated and shared among all concerned. Specialized staff consider and discuss the types of services that should be provided and propose new lifestyle options.



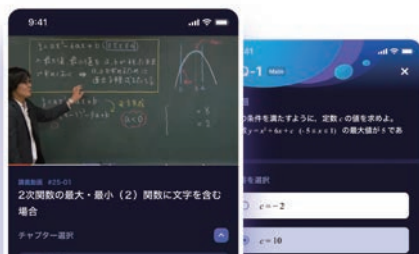
### Online Kindergarten

Benesse created the free Online Kindergarten as part of its Kodomo Challenge course for parents and children affected by uncertainty about lifestyles while confined to home under the COVID-19 state of emergency declared in 2020. The program is designed to maintain children's lifestyle rhythms and motivate them toward learning. We have continually expanded and enhanced the content of the program, which is now used by over 700,000 people in more than 90 countries.



### Handwritten guidance by digital "Red-pen Teachers"

Under Benesse's "Red-pen Teacher" system, teachers use red pens to write advice on children's work. A feature of the Shinkenzeni Elementary School Course since its inception, this method has now evolved into the digital domain as part of the "Challenge Touch" program, which is based mainly on tablets. Children are encouraged to learn because the teachers' comments appear quickly and with the warmth of handwriting.



### AI StLike learning app

Part of the Shinkenzeni Senior High School Course, AI StLike is a smartphone learning app that helps students to break through learning barriers in subjects that they find difficult. The AI is updated second-by-second using instructional expertise based on years of experience. Students strengthen their learning capabilities by discovering weaknesses that they had not previously noticed.

\*AI StLike was selected by the Minister of Economy, Trade and Industry for the 2020 e-Learning Awards.



Introduced at 3,100 high schools  
(60% nationwide)

1.46 M students

\*As of March 31, 2021

### Classi educational platform

Developed to provide diversified support for the introduction of ICT in schools, the Classi app for PCs, tablets, and smartphones is used in junior and senior high schools, vocational schools, and other educational environments. Based on Japan's new educational curriculum, which emphasizes the development of character and abilities, Classi helps teachers to improve the efficiency of conventional instruction and progress toward the types of instruction that they have always wanted to implement.