



The *Phrogram* Company™

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WHAT PEOPLE ARE SAYING ABOUT PHROGRAM

We downloaded the trial version of Phrogram and my son loves working with it and learning to program. His interest in programming is growing daily and he is very excited about being able to program the computer! Thanks for making such a great product available for children and beginner programmers. I learned to program in BASIC and FORTRAN 77 and Phrogram is so much more user friendly!

Jeremy McKinnis
Project Manager, Marqswitch
Fayetteville, NY

Phrogram intrigued me because it's challenging enough to teach at the high school level as well as middle school. It effectively conveys what modern programming is all about, but with a plain-language syntax and straightforward semantics. It also avoids many of the complexities common in languages that while valuable for commercial use, are not as critical in an educational setting.

Justin Yantho
Teacher, St. Thomas Aquinas Catholic Secondary School
Oakville, Ontario

Phrogram has allowed me to introduce object oriented programming to my younger students in a manner that seems fun to them, but without all of the distractions of working in a purely visual environment such as Visual Basic. I really appreciate not having all of the visual drag and drop junk for the students to play with while programming in Visual Basic. Phrogram allows me to focus on the algorithms and the syntax of programming.

John Velis
Teacher, Grand Traverse Academy
Traverse City, MI

Many view computer programming as something with a steep learning curve and many languages try to smooth out that learning curve to hopefully catch the interest of those that want to learn programming. All but a few fail to keep in mind that to keep a young person interested, the language must be easy and FUN! At first glance, the Phrogram language is a lot like BASIC, but behind the scenes, the creators added language commands that encapsulate a lot of the organizational details and isolate the programmer from having to worry about them. Many of the things that a student might use to create a game are provided in the language as a set of tools (objects) that can be created and manipulated. Playing around with Phrogram can help to demystify the inner workings of computers by showing how they only follow the instructions that are typed in. In just a few lines of code 'Phrogrammers' can get simple games up and running. The only real limit to where students can go with Phrogram is defined by their own imagination.

Larry Serflaten
Microsoft Visual Basic MVP since 2004
Monticello, MN

I have been in the computer industry from 10+ years programming business applications for the web. I love Phrogram. My first love in computers is computer graphics/animation and I have always been interested in game programming. I've always wanted the dream job working at Disney doing animations or working on some cool game. Phrogram gives me the opportunity to be creative as a hobby and removes the complexity. It reminds me of the days of LOGO, which was my first introduction to computers at the high school level.

Paul R Bebelos
Development Manager/Architect, Bain Capital
Boston, MA, USA

I am a professional software developer, using C#. My wife and I are home schooling our 12 year old son. I found Phrogram best suits our teaching purpose, plus the attraction of being able to extend it using C#, if needed. After evaluating many alternatives I chose Phrogram for teaching programming to my son. He loves it.

David White
Independent Software Developer
Auckland, NZ

I first started writing games (at age 11) on Sinclair computers (first a ZX-81 then a Spectrum). Now I am trying to figure out how to give my kids the sense of excitement and wonder that I experienced when I first learned programming at their age. I'm now a software developer and have worked extensively with C#, so I really appreciate what you've achieved in terms of simplifying the learning curve while retaining the power of the underlying libraries. I think you're really on to something, and I truly hope you're successful.

Jeremy Bull
Software Developer
Burlington, VT

Just wanted to tell you that I'm reconnecting with my programming "roots" having not been a programmer since the late 1980's and I'm having a lot of fun with Phrogram. My 10-year old son has now started as well, and it's very exciting to see him grasping the concepts and learning "real" programming rather than silly things like the Lego Mindstorms language.

Josh Goldman
Venture Partner, Northwest Venture Partners
Palo Alto, CA, USA

Phrogram is based on top of the 2.0 .NET Framework. The point is to take away all of the confusing parts of programming (like a complicated IDE) and make programming fun! The Phrogram folks have succeeded at making their product a simple and pleasurable introduction to writing code. I sure wish Phrogram had been available when I was 10 :). I could've used it on my Atari 520ST. I cannot express the joy I felt in seeing my kid get into writing his first application. He was so into it!

David Starr
Principal, elegantcode.com
Boise, ID, USA

have been teaching Phrogram to 6th and 7th graders since March 2007. One thing that attracted me to it is that the kids can find and correct syntax errors right away and then run their programs and see their effect; that helps keep them engaged. I also like how Phrogram makes it so easy to create visual programs. That may be very valuable in keeping girls more interested in programming.

John Newsom
Teacher, Lakeside Middle School
Seattle, WA, USA

I will be using Phrogram as a gateway for game development in my computer science course for the 2007-08 school year. Phrogram's similarity to Visual Basic's interface and code window will help ease the transition from game introduction activities to actual development projects.

Terrel Smith
CS Teacher, Sherwood High School
Sherwood, OR, USA

Game Programming, Interactive Stories, and more (June Camp): Students will learn how to make games, interactive stories, graphical designs based on mathematics, etc. This portion of the camp will be based on a programming language environment for kids called Phrogram. This programming language is more advanced than Alice and more flexible. Problem solving through algorithms is at the center of this portion of the camp, and of course even more fun!

Spelman College
Computer & Robotics Education, 2007 Camp Brochure
Atlanta, GA, USA

For older kids I've been looking at Phrogram. The advantage of teaching kids Phrogram over say Java is that it comes with an easy to use development environment (a great editor, lots of help, one-click to run), and it is also designed to make writing simple computer games very easy - which makes it immediately interesting to teens who enjoy games.

Neil Hinrichsen
Independent IT Consultant
Knysna, South Africa

Many software developers lament the difficulty of exposing kids to programming concepts when the entry bar is high to learning languages they use at work like C++ and Java, and LOGO is decades old now. Fortunately, some ex-Microsofties invented something called Kids Programming Language. It has a lot of power, but lends itself to creating games which kids relate to. The language apparently appeals to older programmers as well, so to get more takers at the high school/college level, KPL v2 will be rebranded and launched as Phrogram with a sister site with links back to the original KPL.

Tod Hilton
Manager, Microsoft
Redmond, WA, USA

I've been looking for a relatively simple development environment to use to introduce my son to computer programming. Phrogram still seems a little beyond his current capabilities, but not by much (he's only five, but he's very bright). We played around with "Scratch", but to do anything non-trivial is difficult. I think I will probably end up buying Phrogram. I work in Visual Studio 2005 so the Phrogram IDE is comfortably familiar. Anyway, I like your Phrogram. It's a good piece of work and I've been programming for 25+ years.

Paul Drust
Independent Software Developer
Camarillo, CA, USA

I am a quantitative analyst in finance so I do quite a lot of odds and ends programming. I am VERY impressed with Phrogram. The modular setup of your environment makes understanding the ultimate result of code lines and blocks much easier than many other environments that I've worked with. I have often thought of breaking my kids in to programming with VBA/Excel. But it would have been a stretch to keep their interest level high. Your method of working in graphics objects (most of which are already objects) creates immediate interest. Bravo!

Steve Futch
Director Quantitative Research
BME Investment Management
Atlanta, GA, USA

I am very excited about Phrogram as a bridge language to learning modern programming. I checked out Visual C++ Express. It looks great for a programmer like myself, but expects too much too fast for a kid who would be motivated by game-development. Also, my eldest daughter is not a comp-sci geek like her mother, but she saw Phrogram and said "I'd like to do programming if I could do stuff like that!"

Caroline Macri
Computer Programmer
New Hope, PA, USA

This summer [2008], I had the opportunity to teach Phrogram over a 5-hour period to 7th and 8th graders who had never really done any programming before. In that short time, we covered the coordinate system, drawing lines of different colors, using random numbers, simple animation with loops, keyboard control of sprites, and collision detection. The students ended up with simple games in which they used a keyboard to steer a sprite until it collided with a randomly located sprite. I was very impressed at how far I could go with them in terms of the concepts we covered. They seemed to genuinely engaged in learning and wanted to know how they could share their creations with their families. All in all, it was a very positive experience.

Norm Krumpe
Lecturer, Miami University
Oxford, OH, USA