

5th Digit Mobile Language Application

5th Digit is developing an application, which offers users the ability to learn a language by utilising existing mobile technology as a means of delivery.

Our product makes use of two different delivery methods to address two vital aspects of language learning.

The written component is delivered via SMS to the user's handset. The spoken component is delivered in the form of a podcast, which the user is able to listen to at their convenience on their Mp3 player. Although the Internet is the current method of delivery for Mp3 files, software is already becoming available which allows mobile handset users the ability to download podcasts directly to their mobile phone. We are confident that this method will soon become as commonplace as Mp3 enabled mobile phones.

For the local market we have identified a core platform of three languages, which would form the basis for the application, namely English, Xhosa and Zulu.

Our language application is targeted at any level of society in which there is a demand for communication. From tourists who want to learn to understand our country, to doctors who deal with patients and colleagues in a hospital environment, through to people involved in the construction business and corporates who need to expand their business communications and anyone else who feels the need to learn a new language.

What makes this product unique is that it allows the learner to decide when and how frequently they receive their lessons.

Alan Munro, 5th Digit Mobile Concepts, South Africa

Alan Munro, Director, 5th digit mobile concepts, is the founder of 5th digit, a mobile content development startup, which is looking at innovative ways to deliver content and information to mobile users.



After studying for a degree in architecture at the University of Cape Town, he moved on to a career in 3D computer animation and design working on various animated content projects for commercials and educational videos. In 2002, he began working for iTouch SA as a content designer and creator, becoming aware of both the huge potential of mobile devices for the sharing of information and knowledge.

In 2004 he formed 5th digit with an aim to developing applications that could successfully deliver information across mobile networks. With the increasing development of mobile technology, along with the proliferation of portable audio devices, he is excited by the opportunities and combined potential these technologies will bring to the area of mobile learning.