

Not all AI is built the same.

Pearson's AI is built for learning.

When it comes to higher education, learning isn't just about finding the answer. It's about building knowledge, understanding, and loving the journey along the way.

That's where Pearson's AI comes in.

It's **trusted** — With reliable Pearson content at its core, it ensures accuracy, protects privacy, and keeps learning on track.

It's **tailored** — Purpose-built for education, it adapts to the student's level, aligns to curriculum, and is personalized to every learner.

And it's **built in** to the Pearson tools students and educators already trust.

The result? Students using Pearson's AI are four times more likely to become active studiers.

One in three interactions showed students applying, analyzing and evaluating.

And one in five went beyond memorization, showing skills essential for deeper learning.

Pearson's AI doesn't just support students — it helps educators to do what they do best.

Our instructor-led design supports teaching — not replaces it — by reducing admin, scaling personalized support, and keeping educators in control.

Available now to millions of students and educators worldwide. This isn't an add-on. It's part of the learning experience.

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Empower students to love their journey.

Pearson