

Press Release

LinguaTV offers an advanced video language-learning platform

With a personal progress report and more interactivity for a more successful learning experience

Berlin, May 10th 2010

Just in time for the internet conference "next2010" which takes place May 11th – 12th in Berlin, international award winning LinguaTV presents their advanced multi-media training platform.

In addition to the improved visual aspects of the learning tool, the functionality and scope have been expanded. Working not only with users but teaching professionals, web-developers and language specialists, the new LinguaTV multi-media language tool raises the benchmark of online, language learning.

Currently, a total of 16 courses in 5 languages (English, German, French, Italian and Spanish) are available to individuals, organizations and businesses alike. Existing users range from 170 different countries from Argentina to Zimbabwe.

The fundamental features of the learning tool are the specifically produced videos with authentic communication situations with native English speakers. The viewer learns through realistic dialogues and profession-relevant vocabulary and correct pronunciation. A free demonstration can give users a glimpse into all what the LinguaTV multi-media training courses have to offer.

Modern methods support better achievements

Added within the new functionality is an effective motivational incentive and reward combination system. Participants can choose between everyday scenes and interactive exercises such as quizzes, crossword puzzles and many other learning-games. Individual learning-analysis reports show a detailed progress as well as giving individual recommendations on how to advance. A credit system is used to help the student observe their progress. Based on detailed feedback, credits points are collected through each language course. This reward system not only increases the individual score and outcomes, but the motivation to learn.

Audio-visual training for perfect pronunciation

The multi-media learning tool includes an optional subtitle-feature in conjunction with the interactive transcripts. *Individual Markers* allow the user to stop and start the video at their own will. This enhanced feature permits the student to play with words and sentences until full comprehension is reached. Learning at ones own pace helps to achieve perfect command and pronunciation of the foreign language.

Additional learning and teaching material for more efficient training

The web-based LinguaTV multi-media learning tool includes additional learning and teaching material, which can be downloaded by students and teachers, in a variety of formats (PDF, MP3 etc). These include transcripts for focused vocabulary learning or grammar analysis. With MP3 files, the student can learn on the move with the use of a MP3 player!

Learning together makes learning languages fun!

The language platform now has additional features for group learning. LinguaTV users have the opportunity to communicate with users from other countries, thus enhancing

the learner's experience and cross-cultural exchange. The student-community can ask questions, discuss topics with and provide help to one another or with a group administrator. "Our concept combines many different approaches," says managing director, Philip Gienandt. "The use of professionally produced multi-media content and didactic methods helped us to recognize network learning benefits within a language community. In short, learning together and having fun work hand in hand to language learning success."

From Crime-drama to Business language: A wide variety of learning methods

Working in collaboration with leading educational publishers, LinguaTV have expanded their range of video language courses. Beginners with little knowledge can now start learning with an entertaining crime-drama in English, French, Italian and Spanish. Advanced learners can extend their skills using special courses on various topics to develop business English (for example, presentation-skills, how to lead meetings and negotiations, personal communication and small talk). There are also profession specific topics such as for the tourism and hotel sector.

Anywhere and Anytime: Efficient and Practical English-learning

At the core of the award winning LinguaTV Online-Video-Training is the practical know-how, which can be used by students immediately in their environment. The modular design allows users for the first time a fast, efficient and simple way of learning a foreign language and communication skills. LinguaTV places special value on providing an entertaining experience whilst learning. Another special feature is the user-friendliness of the learning tool. You only need a Multimedia PC or laptop and an Internet connection to access the browser-based learning tool. No software downloading required. This means that LinguaTV Online-Video-Training is accessible to you wherever you are, whenever you need it – 24 hours a day, 7 days a week! LinguaTV is available at your fingertips whenever you are ready to learn!

The new website can be found at www.linguatv.com

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About LinguaTV

LinguaTV offers videos for modern language learning. The topic-specific video tutorials are geared to the unique needs of companies and private individuals for effective learning. The extensive online platform includes WebTV, entertaining videos, interactive games and a social networking community with features such as video-chat and study groups. LinguaTV was awarded with several prestigious awards, including for the world's best e-content offerings, the "World Summit Award 2009" in the category of "E-learning and Education".