

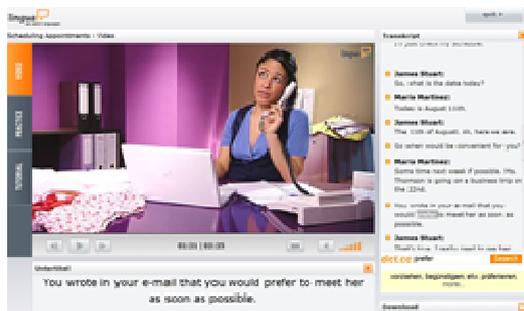
PRESSERELEASE

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Language problems in the German SMEs: Employees need to catch up with the “Business English”.

Berlin – The vast majority of German workers are not fluent in business English even though they often work with international exports. “This is especially a problem for the SMEs, which is heavily dependent on foreign customers and they must compete globally. In the end, the highest quality products *made in Germany* amount to nothing, if they cannot be well communicated due to language barriers”, declares Philip Gienandt, Managing Director of the language platform LinguaTV.

He refers to the alarming numbers found in a study by the Association for Consumer Research (GfK). According to that, only 2.1 percent of the employees surveyed can speak fluent English. 65.5 percent admit that they have little knowledge. Many companies are becoming increasingly sensitive and are answering the problem by striving to offer language courses. The offer is usually received with open arms, as Philip Gienandt reports: “Language courses in this country are the most widely used training opportunity. Employees finally understand how important language skills are for business success and their career”.



With its language learning platform, LinguaTV already supports many companies of all sizes, from all industries, to meet a key challenge: the intelligent combination of language learning and careers. Everyday working life doesn't often leave time for employees to participate in classroom activities to

acquire language skills and great absences should be avoided. LinguaTV offers a flexible alternative. Through video-based online language courses and interactive exercises, participants can successfully continue their “Business English”, and other important languages, part-time. Also, LinguaTV already has German as a foreign language on offer for foreign employees.

The structure of the language course and the possibility of mobile use, makes it viable to integrate the offer into regular work life. So LinguaTV is not only available on the work computer, but also on all mobile devices and it can be used at every possible opportunity in any place. “This seamless integration of our courses into work life continually causes participants to fall back on our B2B section of the e-learning platform”, says managing director Philip Gienandt

about the growing demand for modern learning methods for the acquisition of language skills in the workplace.

Let's hope that two thirds of the people surveyed in the GfK study take the opportunity to improve their low language skills. An offer like this is too good to miss.

For further information check the website: linguatv.com

About LinguaTV GmbH

The innovative language training platform www.linguatv.com offers professionally produced training videos that show in authentic communication situations, how native speakers use the respective foreign language in a context. Realistic dialogues provide practice-relevant vocabulary, correct pronunciation and distinct cultural characteristics of communication. The audio-visual learning material is complemented by an extensive range of online learning tools, interactive exercises and games for learning and individual learning reports and learning groups that allow for multimedia and personalization of language learning.

The language training is geared to the requirements of an effective job training, and has been optimized for use in businesses and educational institutions. The e-learning program is highly modular and flexible and allows a modern language training regardless of location and time. Online training is supplemented by language learning apps for iPhone and iPad.

LinguaTV's concept has received many international awards - among others the Comenius EduMedia Seal and the ELTons International Award by the British Council. Most recently LinguaTV.com was awarded the Innovation Prize-IT 2012 by the German Initiative for Small and Medium Enterprises as the language training courses as well as the best mobile application.

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