

## PRESS RELEASE

Itv-PM- Mobile English Courses from LinguaTV show the way \_20131015

### **Linguistic training for employees: Mobile English courses from LinguaTV show the way**

Berlin – Companies can now use new ways of training their employees with a **course from LinguaTV.com as an app**. In a time in which German companies are increasingly communicating in English – for example with foreign customers or business partners – the employees require linguistic qualifications. What has only been possible in the classroom through seminars or schools with a high cost, has now shifted to the mobile devices of employees, through the multimedia **apps provided by LinguaTV**.



Language courses such as “Business English” and “English on the Phone” are available anywhere and at any time, along with lessons and exercises on demand for your convenience: At work, home, on the road, or commuting by bus or train. “We combine innovative learning techniques with the advantages of the mobile Internet for well-rounded language training, in a modern way that is flexible – and cost saving for companies – that can be integrated into the everyday work of employees”, explained Philip Gienandt, Managing Director of Lingua TV GmbH ([www.linguatv.com](http://www.linguatv.com)).

The **language learning applications** confront the user with realistic conversational situations that are acted by native speakers, in an audio-visual approach to learning. You train the correct pronunciation of vocabulary and further increase your knowledge of foreign languages by doing exercises such as multiple choice, gap texts and video quizzes, thus instilling what you’re learning. “The close proximity of the situations to everyday work puts employees in a position to implement knowledge of a new language more quickly into practice”, said the LinguaTV Managing Director. This quick return is further added value for companies who invest in the various **language learning apps** “Business English”, “English for travel” and “English on the Phone”.

The latter is an especially good example: The comprehensive course of 10 lessons and around 400 exercises equips the user with authentic phone calls regarding key issues in professional practice – including the coordination of appointments, processing booking requests and receiving orders – specific to telephone, in English. The “Business English” training, however, shows the

corporate life from abroad and covers several different areas of work such as sales, finance, purchasing and human resources, among others.

The **language training courses from LinguaTV** are available as apps for the iPhone and iPad, as well as web applications for all major operating systems and browsers for PC / Mac, smartphones and tablet PCs with the operating system Android.

## **About LinguaTV GmbH**

The innovative language training platform [www.linguatv.com](http://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.

### **CONTACT:**

Philip Gienandt  
LinguaTV GmbH  
Landsberger Allee 24  
D-10249 Berlin / Germany  
Phone: +49- (0) 30-42802750  
Fax: +49- (0) 30-42802752  
E-mail: [presse@linguatv.com](mailto:presse@linguatv.com)  
Website: [www.linguatv.com/press.html?lang=en](http://www.linguatv.com/press.html?lang=en)