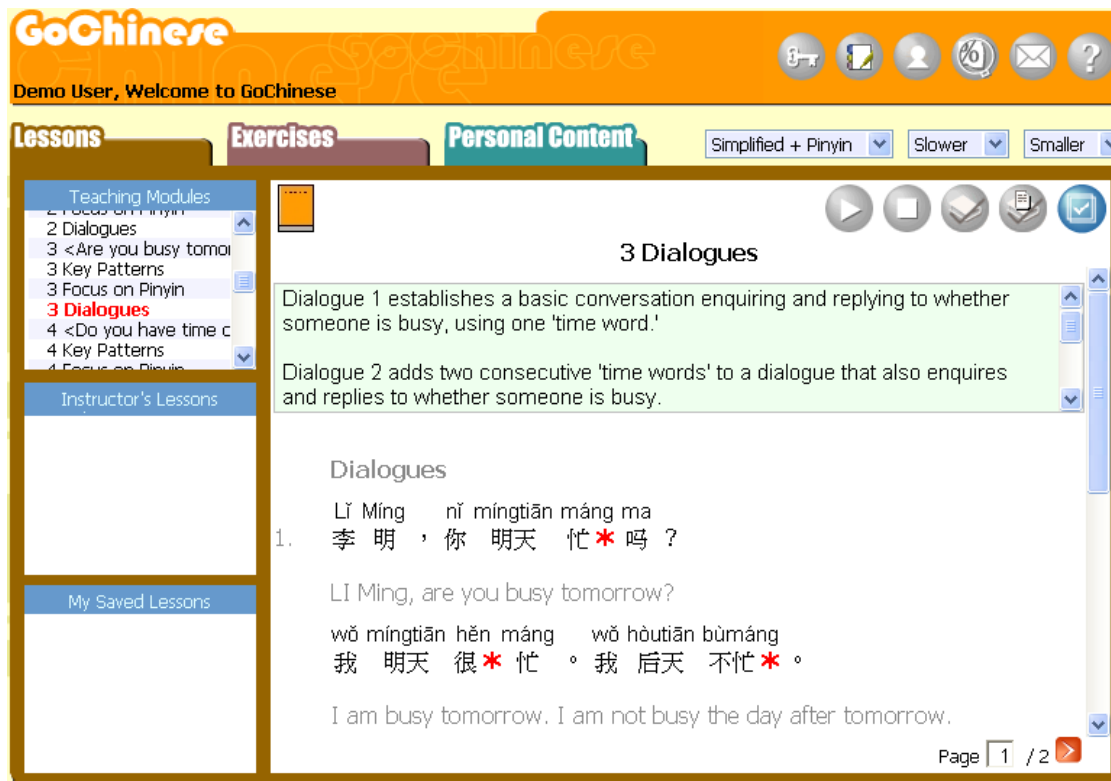


ITU Telecom World 2006
GoChinese and GoEnglish: Award-winning Online
Language Learning Platform



What are the Gowell language platforms?

GoChinese and GoEnglish are **web-based language platforms** that deliver learning materials and assess students – thus supporting the full language learning process.



The screenshot displays the GoChinese website interface. At the top, the logo 'GoChinese' is visible, along with a navigation bar containing icons for home, search, user profile, settings, and help. Below the navigation bar, the user is logged in as 'Demo User, Welcome to GoChinese'. The main content area is divided into three tabs: 'Lessons', 'Exercises', and 'Personal Content'. The 'Lessons' tab is active, showing a list of teaching modules on the left sidebar, including '2 Focus on Pinyin', '2 Dialogues', '3 <Are you busy tomorrow?', '3 Key Patterns', '3 Focus on Pinyin', '3 Dialogues' (highlighted in red), '4 <Do you have time?', '4 Key Patterns', and '4 Focus on Pinyin'. The main content area displays the lesson '3 Dialogues'. It includes a play button icon, a description of the dialogues, and the dialogue text in both Chinese and English. The Chinese text is: '李明，你明天忙*吗？' and '李明，你明天很忙*。我后天不忙*。'. The English text is: 'LI Ming, are you busy tomorrow?' and 'I am busy tomorrow. I am not busy the day after tomorrow.' The page number 'Page 1 / 2' is visible at the bottom right.

→ **How is it different?** Entirely **engine-driven** – founded on a text-to-speech module, dictionary database and linguistic engines – thus auto-generating all voice and learning outputs.

→ **How do you use it?** Users can double-click, highlight or point the cursor on any text to **hear the spoken language** as well as **view definitions and phonetics**.

An Unique, Innovative Technology

Unprecedented selection of features on an engine-driven, web-based application ...

First-of-its-kind integration of features

- Multimedia learning features
- Assessment and scorekeeping functions
- Authoring tools
- Offline support

Flexible, engine-driven design

- Supports content of all types
- Easily modified to support other languages
- Rapidly integrated with other technologies

Ease of distribution and use

- No installation or plug-in's
- Intuitive, concise interface

Backed by a strong linguistic focus ...

Facilitating language learning

- GoChinese: text-to-speech, phonetics and extraction of words
- GoEnglish: text-to-speech and extraction of root forms

Rapid Market Acceptance

Customers

Schools and universities

- Already, 80 schools and universities worldwide are customers of GoChinese
- Language and training schools serving as customers and marketing partners

Corporations and government

- Hong Kong Government, MTR Corporation, Hospital Authority and HSBC are customers

Collaborative Partners

Accredited certifications

- Together with an UK awarding body, received the UK Qualifications and Curriculum Authority's approval to launch the first fully-supported certification in Chinese
- Endorsed by the UK National Centre for Languages (CiLT)

Collaboration with content providers

- Licensing textbook content from the largest U.S. publisher of Asian textbooks

Integration with other technologies

- GoChinese is a Blackboard Building Block