

PRESS RELEASE

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## LinguaTV at the LEARNTEC 2015: Innovative Pronunciation Trainer and Gamification for a highly effective foreign language training

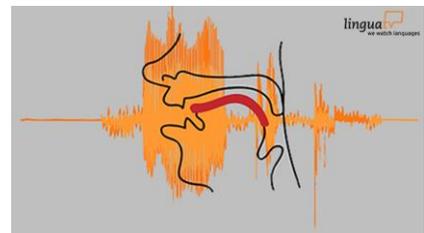
**Newest insights from research and development as well as various examples for successful language training in companies**

Berlin / Karlsruhe – The most important German Fair for E-Learning will take place from the 27th to the 29th of January in Karlsruhe. Major exhibitors are going to present the newest trends and product innovations and exchange experiences and visions for the future.

As leading provider for innovative language courses with multimedia content, LinguaTV is going to present their novelties and will be available to answer your questions at booth B58.

“Our demand for **effective language training** will be the main focus at this fair”, says Philip Gienandt, CEO at LinguaTV GmbH, “which we have realized successfully in several companies and educational institutions. We want to present *Best Practice* cases and tryout examples to our visitors”.

With the **pronunciation trainer V-Speak**, LinguaTV offers one of the most innovative pronunciation trainers worldwide. Technology based on some of the newest research results makes detailed analysis of pronunciation mistakes possible, which is combined with individualized and qualified video feedback. This is one of the big advantages of *V-Speak*: It cannot only determine, where a mistake was made, it is also able to give individualized feedback in form of videos how to do it right. Everybody who is interested in learning foreign languages is invited to try the new pronunciation trainer *V-Speak* at the booth of LinguaTV.



**Gamification** plays a central role in LinguaTV’s products to increase the learners’ motivation. The dominating questions in this context are: How can learning content be implemented in an attractive and playful way? How can elements of Gamification increase the learners’ motivation? Can we measure the influence Gamification has on the learning process? Everybody who enjoys playful learning can tryout one of many Gamification elements at LinguaTV’s booth.



It is increasingly important for many companies to offer economic and measurable solutions for further education without foregoing quality and company-specific requirements. On the other hand, personalized learning environments are becoming crucial for accommodating the needs of different learning types. This tension between **standardization versus individualization** results in new challenges when it comes to the structure and the content of online courses: LinguaTV offers a modular course structure with flexible fields of application and therefore shows how E-Learning

projects can ensure consistent quality standards and consider company-specific needs at the same time.

For many companies it is also increasingly important to include customers, as well as external partners or suppliers into their training cycle. This **Extended Enterprise-Concept** requires meeting new challenges when it comes to the structure, the content and the distribution of the learning content. LinguaTV offers a solution, how a cloud-based learning platform can contribute to a fast and effective inclusion of qualitative language training in companies – regardless of the respective internal infrastructure. The LinguaTV Team welcomes you to get more information on the variety of online language trainings and to discuss the various opportunities of LinguaTV's cloud-based platform at the LEARNTEC at booth B58.

Starting from now, all visitors have the opportunity to arrange a personalized appointment and a free ticket for the LEARNTEC fair. Interested? Get your appointment at [www.linguatv.com/messe.html](http://www.linguatv.com/messe.html) and visit us at the LEARNTEC 2015 in hall 1, booth B58. We are looking forward to meeting you!

More information: [www.linguatv.com](http://www.linguatv.com)

### **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.

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