

GoChinese

Language Learning Platform

LEARNING FROM SELF-SOURCED CONTENT

EXERCISE BANKS

INTERNET ACCESSED

GoChinese is a learning-focused, online language platform that allows users to learn exactly what they want, at anytime, from anywhere. Course materials from publishers, individual instructors and even students themselves are supported by this platform. GoChinese brings these materials to life by auto-generating voice, definitions and other learning outputs.

WHY GoCHINESE?

Comprehensive Selection of Learning Features

Lessons & Exercises

- Selection of learning materials from publishers
- Lesson materials and exercises that instructors can modify and provide to their students
- Exercise banks, featuring voice-based exercises
- Multiple choice, fill-in-the blanks, rebuild sentences and matching
- Other features: auto-grading, scorekeeping, commentary feedback
- Instructors can view student usage and score reports online or in Excel format

Personal Content

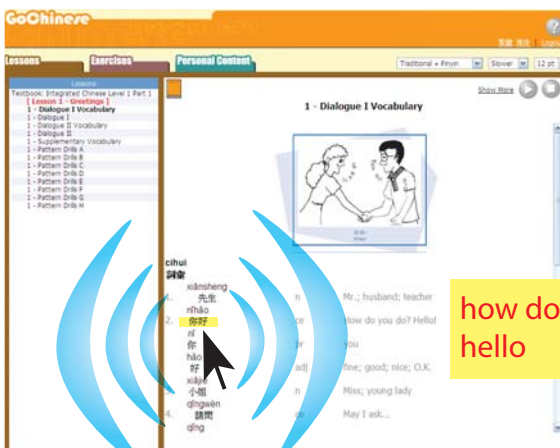
- Supports instructor-created lessons and exercises
- Students can upload their own materials for self-learning
- Add graphics, photos and video clips

Learning Functions

- Voice, Hanyu Pinyin, definitions and both character forms are auto-generated
- Web-based: accessible anytime, anywhere from the Internet; no installation needed
- Offline support: Podcasts for iPods and other audio players

Linguistic Focus Increases Learning Effectiveness

- Textbook-style display of characters and Hanyu Pinyin phonetics
- Accurate selection of multiple sounds and tones
- Voice engine adjusts precisely for spoken tone changes



Strong Focus on Student Motivational Features

- Regular online competitions
- Regular e-mails with reading materials, exercises and tests
- E-mail reminders to students; e-mail usage reports to parents

Widespread Acceptance Around the World

We have over 100,000 users in Asia and around the world. Local to international schools to universities from Hong Kong to the U.K.

Users include the English Schools Foundation, UK Specialist Schools Trust and the Hong Kong Government.

Enthusiastic Testimony from Schools

☞ The students are enjoying it. Most of all, it is very effective. It is amazing to see how IT motivated them so much. The scoring system works well – a lot of them feel confident and happy about the results. ☞

– Independent school teacher, UK

☞ The program is very user friendly, students have no trouble getting into it. Students even got onto the Internet and copied and paste some news, studied it and shared with other learners.

The text becomes alive and students are happier to do independent learning. We can also better differentiate individual learning and the response is very positive. ☞

– English Schools Foundation teacher, Hong Kong

Multi-award Winner

Gowell's platforms won the top Asia Pacific ICT Award for Education & Training and the Hong Kong ICT Grand Award for eLearning in 2006. GoChinese is recognized for bringing together a great many features, all with a learning focus. No other language resource has GoChineses flexibility in supporting all types of learning materials.

View our 3 minute introductory video from www.gowell.com, under 'GoLanguages.'



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