

GoEnglish Language Learning Platform

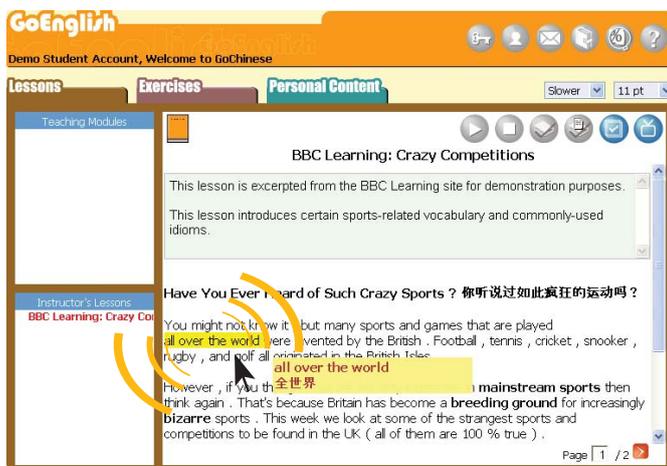
Introducing the award-winning, linguistically-focused GoEnglish language learning platform. Founded on text-to-speech modules, dictionary databases and linguistic engines, this platform delivers course materials, instructor-created lessons and exercises as well as any content that students themselves personally submit.

Bilingual Language Support. For any text displayed on the platform, you can ...

- ... doubleclick to hear the word recited
- ... highlight words to hear the selected passage read aloud
- ... place cursor over any word to view its definition in Chinese

Personalised. Instructors can create course materials on the platform. Students can also learn from any content submitted (e.g. presentations, website articles)

Easy to Use. You can access GoEnglish from any PC, at anytime -- no installation or plug-in's needed



WHY GoENGLISH?

» Most comprehensive selection of learning features

- Interactive learning features: voice at the quality of news broadcasters, definitions and annotations all auto-generated
- Assessment features: auto-grading and scorekeeping
- Authoring tools: instructor-created lessons and exercises
- Authentic text learning: learning enabled for self-sourced content
- Offline support: export to Word, MP3 downloads
- Feedback: student usage and performance reports

» Uniquely supports learning from all types of content

- Prepared course materials and licensed textbooks
- Instructor-created lessons and exercises
- Content submitted into platform by learners themselves

» Linguistic focus enables accuracy in language support

- Highly accurate text-to-speech voice, adjusting for linguistic irregularities
- Analyzes passages, rather than individual words, for context, enabling the generation of more accurate definitions
- Recognizes a comprehensive range of expressions and proper nouns

» Web-based design optimises learners' experience

- No installation or plug-in's -- just access from Internet Explorer
- Intuitive interface with selectively placed 'hints' to guide users
- Rapid delivery of sound and data files to users
- Easy integration with other learning platforms or technologies, such as mobile devices

Integration with leading learning platforms

The GoEnglish Blackboard Building Block enables centralized login with the Blackboard Learning System as well as the exporting of scores into the Blackboard Gradebook. Users can access GoEnglish through the Blackboard Course Tools.

Academic institutions have used this Building Block to deliver textbooks/course materials as well as create customized courses.



HOW IS GoENGLISH USED?

Academic Institutions

» Delivering curriculum-supported learning materials

Ability to deliver popular textbooks -- in English, Business English or test preparation -- from leading publishers such as Cambridge University Press.

Other learning modules created by leading academic institutions are also available.

» Authoring tools for instructors

- Web-based edit and format tools to create or modify lessons and exercises
- Unique linguistic tools to enable full accuracy of learning materials
- Features to share and edit content among instructors and students

» Collaborative or individual learning

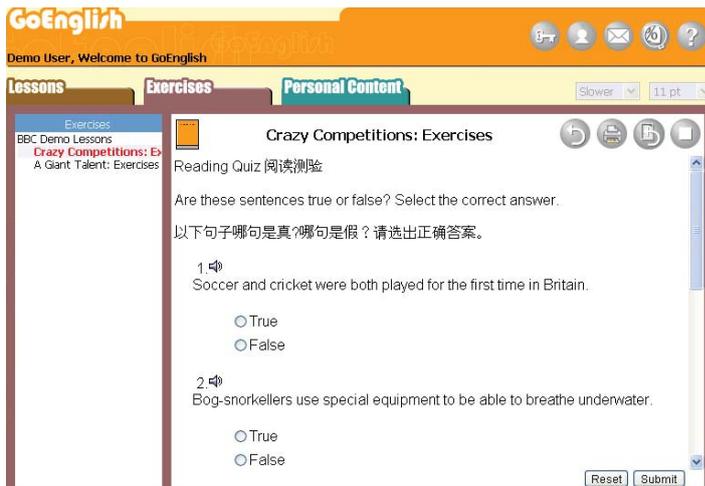
- Group or self-created materials supported
- Learning materials embedded with guidance points and hyperlinks
- Enables instructor-led classes to be more value-added

» Language-based assessment

Range of exercise formats and features, including voice-generated listening exercises, exercise pools and passing scores

Corporations

Corporations can use the same features for their employee training. As GoEnglish is entirely engine-driven with an extensive linguistic database, company-specific training materials can be easily supported by the platform.



WHO IS USING GoENGLISH?

Currently, over 30,000 users are accessing Gowell's GoLanguage platforms across different countries, in Hong Kong, Singapore, the UK and U.S.

Leading users include many primary and secondary schools as well as universities and organizations such as Nanyang Technological University in Singapore, the Hong Kong Government and Hospital Authority.

In the U.K., a number of secondary schools, universities and language schools are using GoEnglish's sister platform, GoChinese, which delivers courses and supports UK QCA-recognised certifications.

TUTORIAL AND DEMO

Visit www.goenglish.net to access a demo of GoEnglish. Enter 'demo' as the username and password to try a demo account. Parts of sample learning modules are also included in this demo account.

MULTI AWARD WINNER

Gowell's GoLanguage platforms - GoChinese and GoEnglish - won the top Asia Pacific ICT Award for Education & Training as well as the Hong Kong ICT Grand Award for eLearning in November 2006.

The judging panel cited, "The company has deployed its extremely strong linguistic expertise in combination with a very practical application of IT, and the result is an excellent tool for teaching and learning languages."



COURSE AND PLATFORM DEVELOPER
Gowell Software Limited
Suite 1312, Taiyau Building, 181 Johnston Road, Hong Kong
T +852 2730 7121 F +852 2730 7127
www.gowell.com www.gochinese.net www.goenglish.net

For further information, please contact feedback@gowell.com

