

learn | aspire | grow | experience | be

TELL ME MORE[®] Library

LANGUAGE LEARNING DATABASE
EVALUATION TIPS

What's on?
**Increased
VALUE**

**The ROI of
Languages**

Exclusive:

SPEECH RECOGNITION

Focus on:

Language Learner Profiles

TELLMEMORE[®]

WELCOME TO THE WORLD OF TELL ME MORE



Give your patrons the world... BTW, your budget is toast!

With the economy in tough times one area always hit hardest are libraries—both public and educational. In fact, it is during these tough economic times that patrons and students need library resources the most!

Here at TELL ME MORE we understand... Trust me! We are the leading provider of language learning solutions to both Academic and Public Libraries! When you have pain—we feel it and want to assist.

So, both in response to the tough economic conditions as well as based on feedback we have received we created an all new streamlined Library Edition of TELL ME MORE. This will be exclusively available to libraries and features a specialized learning path to assist learners in acquiring new language skills in a self-paced primarily unassisted environment.

Many of my library clients are spread pretty thin and need to know that they are delivering not only a quality product but a user friendly program that does not require a huge investment of time

one-on-one with patrons and students in order to successfully use it.

So—how do we help your budget? We provide you with the tools and support to easily implement, launch, promote and evaluate your program—saving you time!

We also have new special programs that are incredibly budget-friendly to save you money!

Lastly—and most importantly, we provide you with a quality solution that supports the needs of multicultural and geographically remote patrons. Our solution works and your patrons and students will see the value in it!

I look forward to opening a dialogue with your institution and demonstrating how TELL ME MORE will bring the world to your patrons.

-Craig Saager
Libraries Business Development Manager

TELL ME MORE SNAPSHOT

Founded in 1987 Auralog was the first company to integrate speech recognition into language learning. For over 20 years Auralog has been the solution of choice for organizations globally with over 7 million learners successfully enjoying the TELL ME MORE® language learning solution.

Founded in 1987

Field: Language learning technology solutions

Markets: Libraries, Government, Education, Professional, and Consumer

Offices: United States, Canada, France, Germany, Spain, China, Italy, and Mexico

Employees: 350+ employees

Distribution: Worldwide

Available language programs: English (North American and British), Spanish (European and Latin), German, French, Italian, Dutch, Chinese, Japanese, and Arabic. Supports over 30 interface languages

Contact Us:
3710 E. University Dr. #1
Phoenix, AZ 85034
www.tellmemore.com
888.388.3535

Want a demonstration? Have questions? We are here to help!

Promoting your Language Database



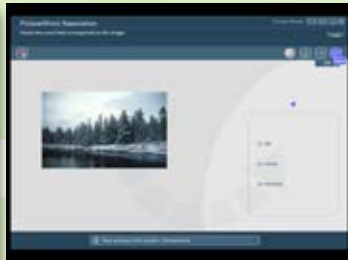
overview:

TELL ME MORE LIBRARY EDITION

Academic libraries serve a variety of needs. Like public libraries, academic libraries are the pillar of their community and provide new opportunities for innovative educational practices. TELL ME MORE® puts libraries at the forefront of providing patrons and students with the latest in language learning technology. As borders continue to blur, libraries are faced with the challenge of supporting culturally diverse communities and student bodies. With TELL ME MORE®, libraries can more easily bridge the digital and cultural divide.



Cultural Texts



Picture/Word Association



Dialogue/Simulated Conversations

The TELL ME MORE Advantage

Easy to use:

Custom learning paths designed exclusively for library patrons ensures ease of use and gets patrons learning fast!

Conversation Skills:

Developed using the world renowned Communicative Approach to language learning patrons will learn conversation skills through real world conversation simulations and playback tools.

Increased Fluency:

TELL ME MORE delivers a robust, multi sensory learning experience. Unlike competitive products, TELL ME MORE® covers all major areas of language learning: Speaking, Listening, Reading, and Writing—leading to better language skills and higher retention rates.

Social and Professional Language Skills:

Give your patrons a solution that really benefits their needs. With content focused on both social as well as professional situations you are able to address a broader audience need and deliver a solution that is based on real world scenarios.

Multi-Lingual Support:

TELL ME MORE provides ultimate flexibility with 16 different interface languages supporting 9 different target languages and delivery options including global online access, network installed, as well as individual workstation installed CD-ROM.

Cultural Awareness:

Each language is unique and being able to better understand the culture and heritage of the language provides strong context to learning. TELL ME MORE integrates cultural texts, history, geography and customs into the language learning to inspire the professional as well as the recreational learner.

Advanced Technology:

Most language learners' top priority is the ability to speak in another language. TELL ME MORE offers patent pending exclusive technology to help learners' pattern native speech. Through speech recognition and advanced pronunciation analysis learners are provided 3-D phonetic animations to help reduce accents as well as analysis tools to help pinpoint areas of opportunity so that they can start speaking like a native.

Available Languages:

English | Spanish | French | German | Italian | Dutch | Chinese | Japanese | Arabic

"Our instructors are all for it. Teachers can't catch every error made by a student and since the program helps identify areas of difficulty that a student may be experiencing, it's a great tool."

- Mary deVeneil,
French Instructor and
Curriculum Coordinator
University of Maryland Baltimore County

Why TELL ME MORE?

- Fun and easy to use
- Support a diverse patron community
- Specialized oral communication practice simulations
- Speech Recognition & advanced pronunciation analysis
- More variety—40 different types of learner activity
- Covers reading, writing, speaking & listening
- Advanced learner/group progress reporting
- 3-D animations & video
- Multi-sensory learning experience
- Remote Patron Access
- Based on proven language learning research and results
- Adopted by leading Universities and Corporations globally
- Learn to quickly start speaking in another language

TELL ME MORE clients:

- Rice University
- Virginia Tech University
- Hilton
- Winnipeg Library
- Sony
- Arizona State University
- Orange County Public Library
- Miami-Dade Public Schools
- Fujitsu Siemens
- Purdue University
- Bombardier
- Clark County School District
- Konica Minolta

LANGUAGE LEARNING DATABASES

MAKING THE RIGHT CHOICE

Selecting a Language Learning Database

- 1) Evaluate** for more than 5 minutes—see if this is really teaching and is built using a sound instructional approach.
- 2) Interface languages**—the more interface languages offered the more diverse patron populations you can support. The interface language is the language the directions and navigation are in—some people want full immersion while others need the security of easing into a language program.
- 3) Speak up!** As in how much actual speaking practice is provided and how good is the technology? Does it provide interactive scenarios and analyze your pronunciation?
- 4) Make sure your solution covers ALL areas** of language learning—reading, writing, listening and speaking.
- 5) Accents**—being able to communicate is key, and pronouncing the words well is imperative to learners being able to be understood. One of the things learners find most difficult is the accent. One of the best ways to perfect your accent is to compare it with a native speaker—look for a solution with recording, playback and native speaker analysis and feedback.
- 6) Culture**; learning a language is more than just words—understanding the history, people and overall heritage gives colorful insight and context to the language you are learning—make sure that your solution is using Authentic Materials and addresses culture.
- 7) No Cookie Cutters**; each language is unique and so should be the program developed to teach it! Imagery should vary from language to language as should the lessons and phrases taught.
- 8) Who uses it and why?** What other Libraries offer the solution? Have respected Educational Institutions and/or Global Companies adopted the tool? Your patrons are relying on you to evaluate and provide them with a quality solution.
- 9) Boring or fun?** If it is boring and learners have little diversity in the variety of exercises they will get bored quickly and quit the program—look for a solution with a large variety of activities that mixes up the way someone will learn.
- 10) VALUE.** Are you getting value or are you just checking off a resource? Does this stuff really work and how? Value doesn't always come down to the lowest price!

Competitively Speaking...

	TELL ME MORE® Online v9 – Library Edition	Competitor “A”
Languages offered	English, Spanish, French, German, Italian, Dutch <i>Coming soon: Chinese, Japanese, Arabic</i>	English, Spanish, French, German, Italian, Brazilian Portuguese, Japanese, Mandarin Chinese, Greek, Russian
Delivery	Online or Installed	Online
Skill levels	Complete Beginner – Advanced	Beginner only
Targeted content	Everyday/Social language and some Business/Professional	Everyday/Social only
Content based on authentic materials	YES	NO
Vocabulary	Up to 10,000 unique words	No vocabulary list – learners acquire vocabulary through lesson content
Grammar	YES – Specific grammar exercises in context with explanations and conjugation tool	Partial grammar explanations - no exercises
Pronunciation	YES – 8 different types of exercises and analysis tools	YES – but only 1 format: repeat to self no analysis
Speech recognition	Advanced speech recognition with interactive dialogues and speech analysis	NO
Writing	YES – 10 different types of exercises, from dictation to text transformation	NO
Culture	YES – cultural texts and workshops unique to each language	NO – however some content may focus on idioms
Number of activities	40 different types	1 basic activity
Adopted by global EDU institutions	YES	NO
Aligned with global EDU standards	YES	NO
Interface Languages	18	Only for English for Spanish, Polish, and Brazilian Portuguese Speakers

focus on:



STUDENT ENGAGEMENT

LEARNER ABANDONMENT IS A CAUSE FOR CONCERN!

Libraries are challenged daily with learner distraction, learner activity versus learner passivity, learner effort investment versus learner effort withdrawal, and learner persistence versus learner abandonment.

We understand this issue! TELL ME MORE has been hard at work refining and constantly improving the courseware and testing to ensure that learners stay engaged and actually having fun! TELL ME MORE offers more variety of activities than any other solution! While other software programs offer only 5-6 different types of activity TELL ME MORE offers more than 40! And we aren't even talking about the total number of activities—TELL ME MORE offers roughly 5 times more than other products! Here's a look at how we mix up learner engagement in order to keep them focused and having fun:

- Dialogue: Explore
- Picture/Word Association
- Word Association
- Multiple Choice Questions
- Word Order
- Dialogue: Comprehension
- Keyword(s)/Lesson Glossary
- Mystery Phrase
- Crossword Puzzles: Translation
- Sentence Pronunciation
- Dialogue: Expression
- Word Pronunciation
- Picture/Word Association with speech recognition
- Phonetics Exercise
- The Right Word
- Key/Lesson Grammar Explanations
- Sentence Practice
- Word Order with speech recognition
- Crossword Puzzles: Listen and Write
- Grammar Practice
- Dictation
- Dialogue: Comprehension with speech recognition
- Fill-in-the-Blanks
- Written Expression
- Video and Questions
- Words and Topics
- Words and Functions
- Word Searches: Play words
- Word Searches: Display words
- Text Transformation
- Patchworks
- Riddles
- Cultural Texts
- Vocabulary File
- Text Review/Reading
- Voice Recording

focus on:



EVERYTHING'S COMING UP DAISIES

CHOICE REVIEWS ONLINE REVIEW

This Web-based subscription database is designed for learning to speak and write in several different languages. Languages currently available online are French, Dutch, English, German, Italian, and Spanish (two versions--Castilian and Latin American), with plans to add Chinese, Japanese, and Arabic.

The site indicates that more than 10,000 organizations worldwide have used the database. Users include more than 300 companies, such as ExxonMobil and Toyota. In addition to teaching businesspeople to speak the language of those with whom they do business, this database could be used in the academic setting by undergraduate students preparing to go on travel abroad programs, as an online learning experience for students enrolled in foreign language courses, or for students who want to gain exposure to another language.

As a tutorial program that combines audio, visual, and interactive activities (including videos and dictation) for learning a language, this resource offers particular value through its audio content and emphasis on grammar.

Each language has a choice of complete beginner, beginner, intermediate, and advanced levels. Each level is divided into learning paths that feature a variety of activities. These labeled activities offer options such as Picture/Word Association, Audio Comprehension Question, Word Order, Right Word, Dictation, and Grammar Practice.

The Phonetic Exercises activity provides a small video showing a face and mouth pronouncing a word. A detailed written description of how the mouth moves to make the sound accompanies the

video. This reviewer did not have a microphone, but users who speak into a microphone can receive feedback on how well they have pronounced words.

This reviewer's exploration of the French and Spanish components of the database showed both to be extremely comprehensive. For example, directions on how to tell time in Spanish are provided, as well as conjugations of verbs.

The program keeps track of how long users spend on each path and how many answers are correct. Solutions to the questions are provided by highlighting the appropriate button. In addition, a button titled "Find out more about a word" allows users to discover the meaning of any word on the screen, along with listening to any of the words spoken.

Online help is available, and Quick Start Guides may be printed to make first-time users more familiar with the content of the database, its general arrangement, and computer/microphone requirements.

Auralog has been in business since 1987 and has won awards. Versions of their language programs are available on CD-ROM. This is a valuable product.

Summing Up: Highly recommended. Lower-level undergraduates through professionals/practitioners; general readers.

by *N. M. Lambert, University of South Carolina Upstate*



IN THE NEWS

**TELL ME MORE® Partner experiences increased Learner Enrollments**

Rio Salado College's foreign language program is booming. The Tempe-based college is seeing a record number of students signing up for its online classes. "We have more students registered for classes at this point in the semester than we did all of last fall," said Angela Felix, faculty chair of languages at Rio Salado College. "And last fall we saw our largest enrollment." Rio Salado's foreign language classes use a state-of-the-art voice recognition technology provided as part of the TELL ME MORE language learning solution, which allows students to perfect pronunciation, build their vocabulary, and improve sentence structure. "The voice recognition software really makes a difference in learning a language online," said Felix. "Our online students do just as well as students in a classroom. Students who are hesitant or shy about saying difficult new words in front of a class enjoy the ability to perfect their pronunciation in a familiar environment where they feel most comfortable."

Mexican Ministry of Education selects TELL ME MORE

Through an exclusive partnership with Mediatec, Auralog's distribution partner in Mexico, TELL ME MORE language learning software will be implemented in a multi-wave approach beginning in October 2009 as part of a multi-year contract for 380,000 learner licenses from the Mexican Ministry of Education. "Mexico's education system has been undergoing a major upgrade in the technology resources and capabilities available to students," said Jean-Luc Sost, Managing Director of Auralog Latin America. "TELL ME MORE® [...] will provide the language learning technology schools need to educate tomorrow's global workforce. The Mexican government has responded enthusiastically to TELL ME MORE® and we are looking forward to assisting them in reaching their goals."

TELL ME MORE® selected by Scottsdale USD

The Scottsdale Unified School District has 32 schools serving about 26,000 students. More than 3,000 persons are employed by the district, including about 1,700 teachers. The district celebrated its 100th anniversary in 1996. Its boundaries include most, but not all, of the city of Scottsdale, almost all of the town of Paradise Valley, a section of the city of Phoenix and a section of the city of Tempe. TELL ME MORE will be made available to 5,000+ students per year in grades 6-12 studying English, Spanish, French, Italian, or German in support of the district's continued focus on supporting a variety of critical language needs.

TELL ME MORE® named the Best e-Learning Solution of Greater China

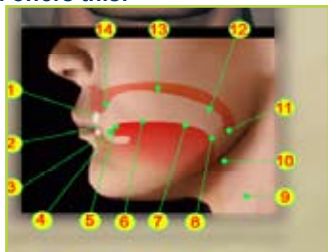
TELL ME MORE was recognized as the Best e-learning solution in Greater China by the World Management Review, a leading publication geared towards management and company HR professionals. Founded in 2005, World Management Review is the only comprehensive executive level publication geared towards management in China's human resources industry. Annually, this respected publication recognizes leading organizations that demonstrate strong business acumen and leading practices.



The term 'speech recognition' encompasses the entire range of technologies that allow a machine to recognize speech. Modern speech recognition technologies are based on an analysis of the phonemes which make up the spoken sentence.

Auralog was the first company in the world to incorporate this technology into the teaching of foreign languages.

Auralog takes speech recognition to the next level with its patent-pending **S.E.T.S. (Spoken Error Tracking System)** technology which enables the computer to automatically detect where a pronunciation errors occur either within a word, sentence or an individual phoneme. **—No other solution offers this!**



Auralog is the only software publisher to offer applications which evaluate the **pronunciation** and **intonation** of both **complete sentences** and words, which allows them to be visualized. Using both waveforms and pitch curves, learners are able to emulate the pronunciation of a native speaker and enjoy unlimited practice opportunities.

Taking pronunciation feedback even further, TELL ME MORE features 3-D animations showing how to position the mouth/lips/tongue for perfect pronunciation of a phoneme or word.

**Classifying Speech Technology**

Three criteria distinguish the various speech recognition engines:

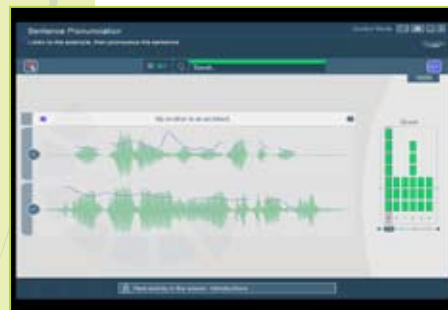
1. The first criterion is the type of speech ("word by word" or "continuous speech") recognized by the software:

- either the words are pronounced **individually**, separated by moments of silence.
- or the speech is **continuous**, allowing for a more natural pronunciation.

2. The second criterion distinguishes speech recognition engines that can process individual **words** only from those that can handle **complete sentences**.

3. The third criterion is the degree of dependence on the speaker:

- a **"speaker-dependent"** system is adapted or adaptable to a given speaker who must familiarize the computer with his or her voice
- a **"speaker-independent"** system can use speech recognition for a whole group of speakers. This group may include any person speaking the target language (irrespective of age, sex, tone of voice, etc.).



focus on:



ENSURING LANGUAGE LEARNING SUCCESS

TRACKING PATRON PROGRESS

TELL ME MORE language learning software offers Libraries powerful tools to track and manage their learners. The TELL ME MORE Tracking Portal provides a real time “dashboard” instant view on how well your patrons are adopting and using the program.



Tracking Portal

Offers real-time dashboard functionality on learner progress.



Individual Student Progress

Drill down and see individual learner accomplishments and measure progress.

Who is using TELL ME MORE?

Travelers & Tourists

Learn about exciting cultural destinations and go beyond basic survival language needs— see how the natives live and speak!

Global Corporations

For over twenty years the world's leading companies have relied on TELL ME MORE to help drive their global communication.

Homeschool

Homeschoolers need curricula that don't always require a teacher—TELL ME MORE was designed to help Homeschoolers learn another language!

Beginner → Advanced Speakers

TELL ME MORE delivers more content than any other solution providing support for more diverse learner skill sets—no one else even comes close!

Schools

K-12 institutions are using TELL ME MORE in their learning programs to help students learn another language as well as explore the culture and people that represent the language. Teachers especially like the fact that each program is based on authentic materials.

Families

Discover your family roots and visit the homeland while learning to speak your original mother tongue!

World Renown Universities

Some of the most respected Universities in the world rely on TELL ME MORE to assist their students to better communicate.

Immigrants

Make the transition to your new country easier. With TELL ME MORE you'll be communicating quickly and learning about the country too!

Government Agencies

Whether supporting troops in foreign lands or international diplomats, governments from countries all over the world have put their trust in TELL ME MORE to deliver sound language learning.

Adult Literacy

Many literacy programs are leveraging TELL ME MORE to help people improve their reading and writing skills!

Success! Success! Success!

“The software’s sophisticated level of interactivity, the variety of activities, and the tracking devices for learners and teachers combine to produce an extremely robust and effective program.”

—Judith L. Shrum, Ph.D.
Virginia Tech

Virginia Tech

Founded in 1872 as a land-grant college named Virginia Agricultural and Mechanical College, Virginia Tech is now a comprehensive, innovative research university with the largest full-time student population in Virginia. Through a combination of its three missions of learning, discovery, and engagement, Virginia Tech continually strives to accomplish the charge of its motto: Ut Prosim (That I May Serve).

Challenge Virginia Tech was challenged to meet the needs of a diverse language learning student population. These students needed a language learning solution that would address many needs including: independent study, supplemental classroom content, as well as being able to support students on an individualized level. This was no small task for the language department.

Solution After piloting the TELL ME MORE® French, German, Spanish, Italian, and ESL solutions with upper division students, Virginia Tech quickly realized the benefits of language learning technology and began to incorporate the TELL ME MORE® solution throughout their language programs in very innovative ways.

Forward thinking faculty such as Dr. Judith Shrum began to see how students were having fun with the technology in the learning lab and actually likened the experience to playing a game! By tying authentic materials such as videos and newscasts, students were immersed into a completely authentic learning environment.

Students consistently showed a marked improvement on their progress tests and faculty noted that students were more prepared for class. When asked if they would personally purchase the language learning software the students responded with a resounding “yes!”

Virginia Tech is continuing to find new ways of incorporating technology into the learning process and providing students with the best possible learning experiences.



Spanish Word Search



French Word Search



The P.R.I.M.E. Approach

Developed by a team of language experts, TELL ME MORE leverages the renown Communicative Approach to language learning, a methodology recommended by language experts worldwide and used in leading universities around the world.

This approach emphasizes interaction and the use of language skills in real world situations rather than simply memorizing words. TELL ME MORE implements this methodology using the PRIME approach:

Progressive

Whatever your fluency level and goals TELL ME MORE will help you succeed. Whether you're a true beginner or a more advanced speaker, TELL ME MORE will keep you on track and learning.

Real world

TELL ME MORE develops each program to reflect the culture, history, people and geographical background of the language. While other programs focus on memorization and repetitive drills, TELL ME MORE makes use of real-world video, animations, graphics and situations so that you are completely immersed in an authentic learning environment.

Interactive

Like millions of people, you might have tried to learn a language in the past and struggled to communicate with native speakers. The key issue is a lack of practice opportunity. TELL ME MORE features Interactive dialogues and thousands of exercises that will enable you to communicate in minutes and practice as often as you like.

Motivating

With more than 40 different types of activities, you are constantly challenged and actively engaged in the learning process. Learning is always fun and engaging

Effective

And lastly a language learning program needs to be Effective. TELL ME MORE is so effective that more than 94% of learners demonstrated significant progress and satisfaction with the program.

Benefits to Students and Patrons:

- Fast, easy to use program
- Social and Professional content
- Build Speaking, Reading, Writing and Comprehension skills!
- Beginner through advanced skills
- Engaging interactive content
- Remote Patron Access
- Perfect pronunciation technology

Library Benefits:

- Affordable solution works with your budgets!
- Proven solution used by over 7 million learners globally
- Easy to implement & new support tools make it a snap!
- Increase satisfaction rates
- More interface languages support more diversity in patron community