ABC Lingo LITE™
by World Trade Press

www.ABCLingoLITE.com

LEARN FOREIGN LANGUAGE VOCABULARY

Possessing an understanding of foreign languages is essential in today's globalized world. Even learning basic terms such as "Hello" and "Thank you" in another language helps.

ABC LingoLITE is an image- and video-based foreign language learning tool for 260 of the most basic words and terms in 30 languages. *ABC LingoLITE* uses Associative Multimedia Learning, to help the user associate an image with the correct foreign word without first translating it into their native language.

BENEFITS

- Provides an intensive foreign language vocabulary building tool to support classroom and textbook learning.
- Enables users to hear and see words spoken. Seeing lips move is an essential part of learning how to pronounce a word.
- Supports non-English speakers with 30 different language interfaces.
- Helps pleasure and business travelers learn basic words and terms quickly.
- Supports students preparing for study abroad programs.

ABC LingoLITE is mobile friendly, automatically adapting to the screen size of any desktop, laptop, tablet, or smartphone.

www.ABCLingoLITE.com

Spanish (European) - Places

el aeropuerto
(airport)

SPANISH

French - Basic Foods

le fruit
(fruit)

FRENCH

Chinese (Mandarin) - Questions

现在是几点?
(What time is it?)

CHINESE

English (American) - Transportation

taxi

ENGLISH

Swahili - Necessary Items

ramani
(map)
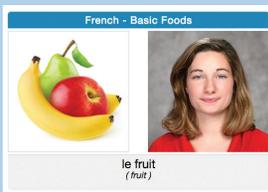
SWAHILI

+25 MORE LANGUAGES

Media Player

ABC Lingo LITE™
The easy to use multimedia vocabulary builder

Sign Out

30 Interface Languages

INTERFACE LANGUAGE
English (American)

30 Languages of Study

LANGUAGE OF STUDY
Spanish (Latin American)

21 Glossaries

GLOSSARIES
Introductions

Terms in Selected Glossaries

TERMS

Me gustaría presentarle a ...
I'd like to introduce ...

Él es ... / Ella es ...
This is ...

Se llama ...
His name is ..., Her name is ...

¿Cómo se llama usted?
What is your name?

Encantado / encantada conocer a usted.
Pleased to meet you.

Spanish (Latin American) - Introductions

Me gustaría presentarle a ...
(*I'd like to introduce ...*)

5 / 9

Volume   Loop   Stop   Auto Forward   Previous   Play   Next

Color Images for all Terms

Native Speaker Video Clips

Slider Tool to Search for Terms

Intuitive Navigation Buttons

Use our proprietary media player to:

1. Change the Interface Language
2. Change the Language of Study
3. Select the Glossary of Study
4. Select Individual Terms in Each Glossary

WORLD TRADE PRESS®
The Global Knowledge Company

Languages
Your Native Speakers

Amharic አማርኛ	**Dari** دری	**Greek** Ελληνικά	**Japanese** 日本語	**Spanish** *(European)* Español
Arabic *(Egyptian)* العَرَبِيَّة	**Dutch** Nederlands	**Hausa** Hausa	**Korean** 한국어	**Spanish** *(Latin American)* Español
Bahasa Indonesia Bahasa Indonesia	**English** *(American)* English	**Hebrew** עברית	**Polish** język polski	**Swahili** Kiswahili
Chinese *(Cantonese)* 汉语	**Farsi** فارسی	**Hindi** हिन्दी भाषा	**Portuguese** *(Brazilian)* português	**Tagalog** Tagalog
Chinese *(Mandarin)* 汉语	**French** français	**Hungarian** magyar	**Romanian** română	**Thai** ภาษาไทย
Czech čeština	**German** Deutsch	**Italian** Italiano	**Russian** рýсский язы́к	**Turkish** Türkçe
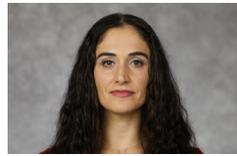
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Language
Interface Options

Chinese speaker learning French

Spanish speaker learning English

German speaker learning Tagalog

English speaker learning Japanese

Associative Multimedia Learning™

Lingo LITE is a learning program that combines images, words, and native-speaker video to teach English language vocabulary and phrases. Our proprietary methodology is called **Associative Multimedia Learning** and is based upon research in learning methodology, interface design, neuroscience, and the program designer's personal experience learning a foreign language.

Dr. Richard E. Mayer, Educational Psychologist

Associative Multimedia Learning builds on Dr. Richard E. Mayer's multimedia learning hypothesis that "People can learn more deeply from words and pictures than from words alone" *(The Cambridge Handbook of Multimedia Learning, 2005)*. Working with evidence from research by Dr. Mayer and his colleagues, *Lingo LITE* incorporates the following principles:

- Modality Principle: Combining graphics with native speaker video is more effective than combining graphics with text alone.
- Spatial and Temporal Contiguity: Combining corresponding words and pictures near each other on the screen and in time enhances the learning process.
- Coherence: Excluding extraneous material assists learning.

Kóreai - Üdvözlés

안녕하세요.
(Helló!)

Dr. Edward R. Tufte, Statistician and Yale University Professor Emeritus

Associative Multimedia Learning also builds on Dr. Edward R. Tufte's seminal work on the presentation of data, interface design, and design simplicity. A key principle of Dr. Tufte's works points to the value of parallel construction in the presentation of data, which is a primary feature in the *Lingo LITE* interface design. Dr. Tufte has summed up his lifelong allegiance to design simplicity with the phrase, "simple design, intense content" *(Scientific American, April 2005, Issue 38)*. Accordingly, *Lingo LITE* presents the learner with intense content of images, words, and native-speaker video, but in a simple and intuitive format.

Mirror Neurons

Lingo LITE enables language learners to not only see an object and hear it pronounced, but also to see native speakers pronouncing each term, an element that draws upon the concept of the mirror neuron. This type of neuron mirrors observed behavior and facilitates the learning of new skills by imitation. Thus, when language learners hear and see a native speaker pronouncing a word, a mirror neuron response is invoked, and learners are more likely to successfully emulate correct pronunciation.

Edward G. Hinkelman, Founder and CEO of World Trade Press

The concept of **Associative Multimedia Learning** was inspired by the learning experiences of Edward G. Hinkelman, chief designer of *Lingo LITE* and CEO of World Trade Press. A good student otherwise, Ed did poorly in classroom French, but excelled once he was living in Paris. Like other language learners, Ed discovered that connecting French words to the sight of physical objects—and most importantly, hearing and seeing native speakers pronouncing these words—was crucial to his learning.

The Baby and the Keys

Perhaps the easiest way to conceptualize **Associative Multimedia Learning** is to picture a parent jangling a set of keys in front of a baby and saying "keys." The keys provide the object image, and the parent saying "keys" provides an auditory and visual experience. In fact, we use **Associative Multimedia Learning** all our lives. By connecting visuals of objects with spoken words, computer specialists learn about new components, craftspeople learn about new tools, and doctors learn new medical technology.