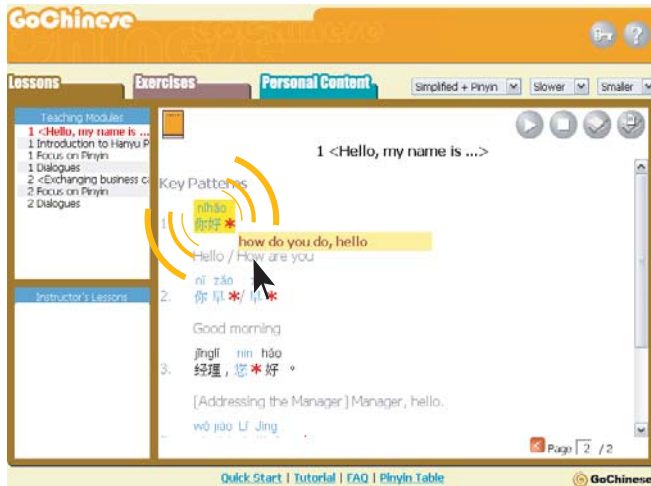


GoChinese is a web-based Chinese language education platform that is engine-driven, combining a text-to-speech module, 250,000-word dictionary database and linguistic engines. Through clicks, highlights and mouseovers, students can listen to spoken Chinese as well as view definitions, phonetics and both character forms.

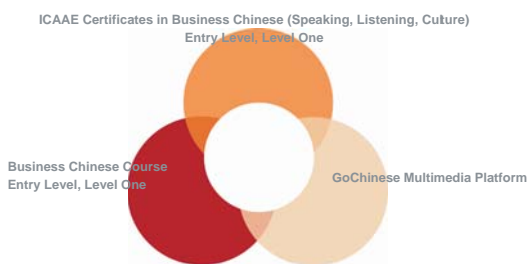
Gowell, the developer of GoChinese, together with the awarding body ICAA, is now offering a first-of-its-kind solution: the GoChinese platform, delivering a new introductory course that leads directly to a QCA-accredited qualification.

Advantages of the GoChinese Course & Qualification Offering



BUSINESS CHINESE COURSE: A NEW APPROACH

- » Unique course that effectively provides a practical command of Chinese to non-native, introductory learners
- » Development of listening, speaking and cultural awareness skills
- » Focus on the acquisition of vocabulary and key patterns
- » Emphasis on Hanyu Pinyin; characters are displayed but not assessed in the Entry Level and Level One courses
- » Primary distribution of course material through the GoChinese platform; selected pages can also be printed
- » Lesson content embedded with explanatory annotations, learning points and hyperlinks
- » Ideal preparation for more advanced qualifications, such as the GCSE or the PRC's HSK



FIRST-OF-ITS-KIND INTEGRATED OFFERING: QUALIFICATION, COURSE & GOCHINESE PLATFORM

- » The Certificates in Business Chinese are accredited by QCA and endorsed by CiLT. They are offered at the Entry Level and Level One of the National Qualifications Framework and fully mapped to the new National Occupational Standard for Languages (2006)
- » The Business Chinese Course follows the same framework as the certification and introduces all of the required assessed skills
- » The GoChinese platform offers streamlined assessment support
 - Auto-assessed online exercises support the internal assessment
 - Internal assessment forms available on the GoChinese platform

WHY GOCHINESE?

- » GoChinese offers the most comprehensive selection of features for learning Chinese, all in a concise platform. GoChinese's showcase functionalities include:
 - Interactive multimedia and learning features: voice and definitions generated for all text
 - Language-specific focus: Hanyu Pinyin and both character forms supported, as well as the display of character components of words
 - Assessment features: auto-grading, score keeping and exercise pools
 - Authoring tools: customisation of lessons and exercises
 - Authentic text learning: learning also enabled for self-sourced content
 - Offline support: print-friendly pages, copy to Word and other applications, MP3 downloads
 - Feedback: student usage and performance reports
- » GoChinese's linguistic focus uniquely facilitates the learning of this non-phonetic, non-word-based language
 - Focus on word-based Chinese, creating context and thus supporting:
 - Extraction of words and the generation of definitions
 - Accurate selection among multiple sounds or tones
 - Precise adjustments for spoken tone changes with text-to-speech voice
 - Focus on Hanyu Pinyin, supporting:
 - Textbook-style display of characters and phonetic script
- » GoChinese's engine-driven architecture supports content from all sources. Types of content supported include:
 - Prepared course material or licensed textbooks
 - Tutor-created lessons and exercises
 - Content paste into platform by learners
- » GoChinese's advanced web-based technology supports ease-of-use and optimised performance
 - No installation or plug-in's required
 - Intuitive interface with selectively placed 'hints' to guide users
 - Optimised delivery of sound and data files to users
 - Easy integration with other applications: GoChinese is a Blackboard Building Block and can also be integrated into other learning platforms

FUNDING POSSIBILITIES

On the National Qualifications Framework and accredited by QCA, this qualification enables the overall offering to be fundable. Your local LSC can determine whether your school is eligible for funding support. For schools, the Local Authorities and elearning funding may be another form of support.



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

For further information, please contact info@gochinese.net