Embargo Until: August 28, 2008 at 9am PDT

Understand, Listen and Learn Chinese with Loqu8 iCE

New Version 5 Expands Chinese-English Translations to Microsoft Office, Firefox and More

MOUNTAIN VIEW, Calif. – Reading and understanding emails, websites and office documents written in Chinese can be a challenge for many people. Now with Loqu8 iCE (iNterpret Chinese-English) Version 5, just glide your mouse over the Chinese text and a pop-up a window shows English translations and Mandarin pronunciations. Suddenly hearing words pronounced in Mandarin or searching the web for related news, images and videos on Baidu, Google and Yahoo are only a click away—all without typing any Chinese.

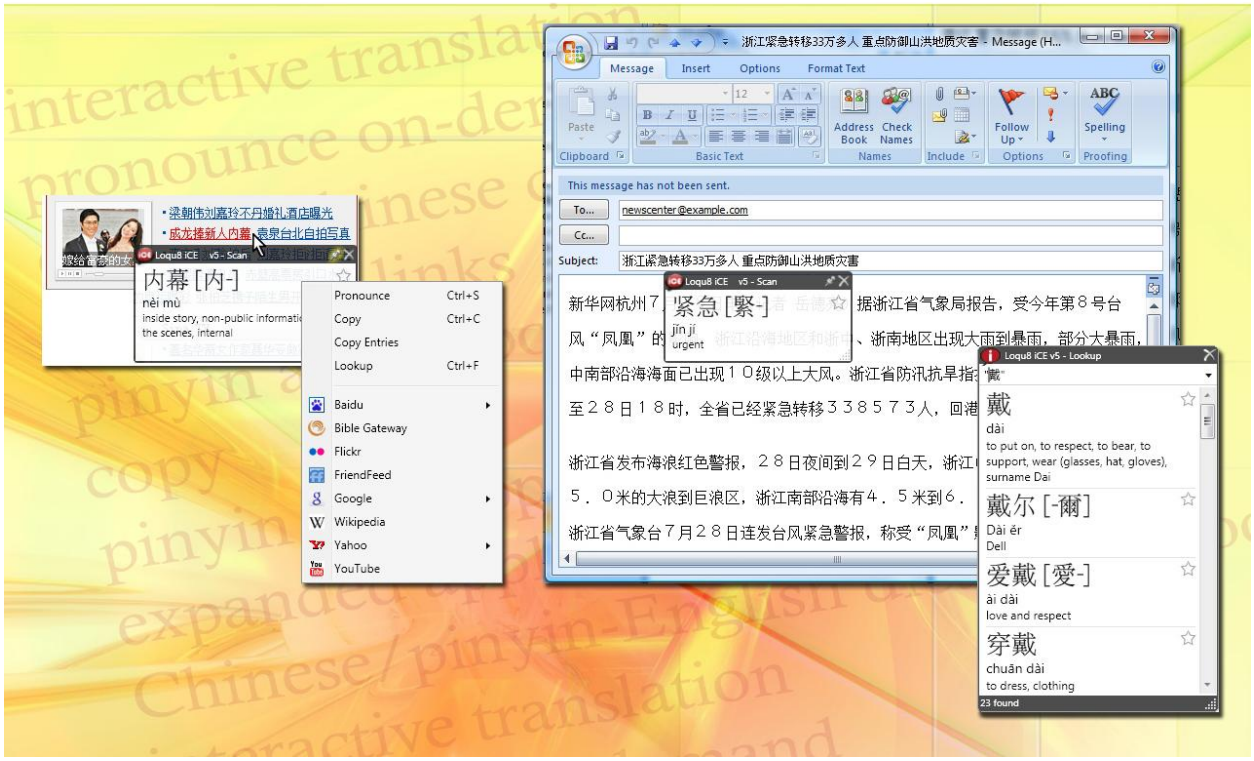
Learning Chinese from a professional tutor is a very effective option; there's nothing like the personal attention of a coach from Beijing who can help you with the finer details of speaking and writing. Computer-based simulations, can be helpful for those with time and cost considerations, but neither approach can help you with real life situations.

"Even after months of intensive Chinese language study, most people still struggle with reading an email, newspaper or website in Chinese," explained Tim Uy, President and CEO of Loqu8. "Loqu8 iCE provides instant translations and pronunciations when you need it. With over 72,000 entries for contemporary words, names and phrases, iCE is the perfect companion for everyone working with Chinese customers and business partners."

Learning Real-World Chinese

Years ago, people learned Chinese by studying books, memorizing words on flash cards or associating images with words. Today Loqu8 users focus on learning the words and phrases that are important to them, like:

- **jin ji**, urgent
- **nei mu**, inside story or non-public information
- **ao yun**, abbreviation for the Olympic Games



Scan news stories, read email or lookup words in the Chinese/Pinyin-English dictionary with Loqu8 iCE. New Version 5 features include expanded support for Mozilla Firefox, Microsoft Office and other applications. Image: Courtesy of Loqu8, www.loqu8.com

Loqu8 users learn Chinese from websites, emails, reports and documents they see every day. Instead of arbitrarily segmenting words into different “levels” or “grades,” iCE provides complete access to all the words—including business names, product names, political figures, celebrities, popular phrases and idioms.

Learning Chinese At Your Own Pace

Traditional Chinese language programs teach by repetition, by printed books, flash cards or computer simulations. Loqu8 iCE is different. You can now learn Chinese by browsing websites that are interesting to you. iCE’s pop-up window interprets Chinese characters (traditional or simplified) and explains them into English. To gain greater insight, right mouse click and search for papers, blogs, videos and images for the same Chinese keywords—all without typing any Chinese.

In minutes, not months, you’ll be reading, watching and learning from BBC News, Wikipedia, and Google Images. Loqu8 is at your side as you browse popular Chinese websites learning about 2008 Olympics, the coolest new cell phones and the latest trends sweeping Shanghai, Hong Kong and Taipei.

Learn Faster

Exhaustive empirical studies have shown something that you’ve already known: you learn faster when it’s interesting. As you interact with the web, you’ll gain a richer, more complete understanding of the Chinese language and culture. Loqu8’s breakthrough design lets you learn at your own pace with an infinitely patient tutor.

Version 5 Enhancements
The newest version of Loqu8 iCE incorporates a powerful new iNtuition engine that dramatically expands support for more applications. Earlier iterations supported only Microsoft Internet Explorer; version 5 adds support for Mozilla Firefox and the Microsoft Office suite (Outlook, Word, Excel, PowerPoint). The scan mode includes a handy highlight mode that shows English translations and phonetics for multiple words and phrases in one window.

iCE's user experience has been updated to support classroom instruction. Loqu8's signature popup windows are now re-sizable and feature adjustable character sizes—ideal for showing information in a larger classroom. Windows can now be held in place (pinned) and moved anywhere on the screen. It's ideal for high-resolution monitors and dual displays. The vocabulary in the Chinese/Pinyin-English dictionary has also been expanded.

Availability and Pricing
A free 15-day trial of Loqu8 iCE Version 5 is now available on www.loqu8.com/products. The suggested retail price is $59 USD. Academic scholarships for students and discounts for schools are available. iCE runs on computers with Microsoft Windows Vista/XP. Microsoft .NET 3.0 is required.

Registered users of earlier versions of Loqu8 iCE are entitled to a free upgrade. Contact Loqu8 for upgrade details.

About Loqu8
Loqu8's innovative **iNtuition**™ information management engine uses ultra-fast LiveScan technologies to translate and display information in a pop-up window--all in a fraction of a second. Empowering knowledge workers with "the right information @ the right time" allows organizations to be measurably more efficient and effective. Loqu8 is a privately-held corporation with headquarters in Silicon Valley. For more information, visit www.loqu8.com.

###

For press inquiries:
Jim Hsia, Loqu8 Public Relations
public@loqu8.com
408-942-8530