The Simple Way to Learn Chinese
Loqu8 iCE Learn Chinese speeds learning with augmented learning

MOUNTAIN VIEW, Calif. – Loqu8, the pioneer in augmented learning, today announced **Loqu8 iCE Version 7**, the Chinese dictionary and translator for those who simply want to understand and learn Chinese.

"In the past decade, China has not only become the second largest economy, Chinese international travelers have had the greatest impact in global tourism," highlighted Dr. Timothy Uy, President and CEO of Loqu8. "The UNWTO reported that Chinese tourists spent a record $102 USD billion last year. That figure easily surpasses second place United States (about $80 USD billion) and Germany. With Chinese tourism growing 19% annually, businesses that accommodate these international travelers will be rewarded for their efforts."

Brain-based Learning
Loqu8 iCE is very different from traditional language learning programs. Instead of relying upon rote memorization and repetitive drills, iCE presents meanings, pronunciations and insights for words and phrases on-demand. Users merely point (LiveScan™), highlight (HighlightScan™) or copy (ClipboardScan™) Chinese text to visually and aurally experience augmented learning. As an informal learning tool, users can move effortlessly from simple understanding, translation and conversing in Chinese to in-depth breakdown of phrases and idioms. Important words and phrases can be tagged as favorites for quick recall or easily turned into custom study sheets.

Learning is an interactive process that occurs on several levels. For information to be useful, learning needs to be input, filtered, associated, processed, evaluated and stored. Dr. Eric Jensen, member of the Society for Neuroscience and the New York Academy of Sciences advised, "Unless learners are stakeholders in the learning process (i.e., they have some influence over it), the learning will be forced, rote, mechanical, short-lived, and eventually distasteful."

Instead of following a fixed curriculum for learning Chinese, iCE encourages users to start with the content they need to understand or explore subjects that interest them. For example, a financial analyst might start by browsing Chinese business and management news and reports; a student of traditional Chinese medicine might focus her efforts on documents and journals related to herbs and pathology. In a 2001 study published by the American Psychological Association, researchers suggested that an important factor in processing new data depends on whether learners believe the material is going to be useful to them. The expectation of the information's relative utility was a key determiner in how learners responded.

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New! Streamlined LiveScan™ window

New! ClipboardScan™ window with RubyDefs™

iCE 7 Learn Chinese
interpret Chinese-English
www.loqu8.com

Seventh Generation Enhancements for Learning

Loqu8 iCE 7's refined user interface makes learning Chinese even easier and more enjoyable.

- **New!** Cantonese-English. Hear words read aloud in Cantonese with Loqu8 Premium HunYee voice (optional). See phonetic pronunciation guides (Jyutping) with all 6 tone numbers from the Cantonese-English dictionary (free).
- **New!** RubyDefs™ adds brief definitions to Chinese characters shown in the HighlightScan and ClipboardScan windows.
- **New!** Basic *Learn Chinese* lessons, adapted from Rutgers University, are available.
- **New!** Character tone marks add tips for pronunciation next to Chinese characters. This is especially helpful for intermediate students who want to hide Pinyin but still desire coaching on tones.
- **New!** Spaces and lowercase options allow Pinyin to appear in a format similar to some textbooks.
- **Enhanced!** In addition to LiveScan™ and HighlightScan™, iCE Version 7 supports even more applications with ClipboardScan™. Copy Chinese text to trigger the new window to open inside Microsoft Office 2013, Pidgin, PDF viewers and even complex websites.
- **Enhanced!** Chinese-English dictionary has been updated with the hot new terms. With over 105,000 entries, you'll find the Chinese words for smartphone and micro-blog.

Loqu8 iCE Learn Chinese: Free, Standard and Professional

While each edition of Loqu8 iCE 7 offers distinct qualities, all feature iNtuition™, Loqu8's innovative augmented learning engine for Windows PCs (Windows 8 desktop, 7, Vista and XP). LiveScan, HighlightScan and ClipboardScan provide intuitive ways to understand and learn Chinese. Using English, Chinese (simplified or traditional) or Pinyin, **Lookup** words from among the 105,000 entries in the Chinese-English dictionary. The dictionary stored locally for best performance; no web connection is required.

- *Loqu8 iCE 7 Free Edition* simplifies Chinese for those who just want the basics (Level 1). This ad-supported version (Free) works with popular Chinese websites using popular browsers from Microsoft (Internet Explorer), Mozilla (Firefox) and Google (Chrome). A basic Chinese Mandarin to English dictionary is included.

- *Loqu8 iCE 7 Standard Edition* presents an exciting environment for users to learn interactively (Level 1-2) within Microsoft® Office (Word, Excel, PowerPoint, Outlook), Adobe® PDF documents, Skype and more. Hear high-quality pronunciations with a Mandarin Chinese voice. Search the top Chinese sites with a mouse click--no need to type Chinese. Loqu8 iCE 7 Standard is available for $5, billed monthly. Perpetual licenses are $99.

- *Loqu8 iCE 7 Professional* accelerates understanding and learning (Level 1-3) for business professionals, serious students and translators. Loqu8 iCE 7 Professional lets users add their own words, definitions and usage notes into a custom dictionary. Import new dictionaries (Cantonese-English, Chinese-German, and Chinese-French) and view multiple entries simultaneously. Perpetual licenses are $159.

Download a full-function copy of Loqu8 iCE 7 from www.loqu8.com/download.htm and experience the difference augmented learning can make. After 14 days, request a free subscription or purchase a license.

About Loqu8
In today's unpredictable and fast-pace world, Loqu8 empowers users with everything they need to work efficiently and make timely decisions. Just point and Loqu8 instantly displays the information you need. Loqu8's *augmented intelligence* model is the result of years of research at Stanford University in cognitive science and information processing. Loqu8 is a privately-held corporation with headquarters in Silicon Valley. For more information, visit www.loqu8.com.

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