



MARKETING BULLETIN

**Loqu8 iCE Version 5.5: Professional vs. Standard Editions**

*Understand and learn Chinese—at your own pace*

|   | Professional                        | Standard |
|---|-------------------------------------|----------|
| <b>Read, understand and learn Chinese</b>   |                                     |          |
| Chinese/Pinyin-English dictionary   | Over 99,000 entries                 | Same     |
| <b>LiveScan:</b> English definitions and auto-translate into 50+ languages (MLX)*               | Yes                                 | Same     |
| <b>HighlightScan:</b> highlight and read translations, definitions and auto-translations (MLX)* | Yes                                 | Same     |
| Learn as you use popular applications   | Web, email, PDF*, Microsoft® Office | Same     |
| Hear words and phrases spoken in Chinese  | Yes (Mandarin)                      | Same     |
| Lookup Chinese/Pinyin or English words  | Advanced search with wildcards      | Same     |
| Generate ruby text*   | Yes                                 | Same     |
| Work with flashcard programs  | Exports to ZDT                      | --       |
| <b>Personalize entry/definition</b>   |                                     |          |
| Add new entries (words and phrases)   | Up to 10,000                        | --       |
| - Simplified/traditional Chinese  | Yes                                 | --       |
| - Pinyin with tone marks/numbers  | Yes                                 | --       |
| - English/Chinese definition  | Yes                                 | --       |
| - Group entries by resource   | Yes                                 | --       |
| <b>Manage resources (groups of entries)</b>   |                                     |          |
| Selectively enable/disable (hide) resources   | Yes                                 | --       |
| Share resources with other iCE Pro users  | Yes                                 | --       |
| Export resources into formatted text file   | Yes (unlimited)                     | --       |
| Add/edit text file  | Any text editor                     | --       |
| Import text file into new resource  | Yes                                 | --       |
| Merge text file into existing resource  | Yes                                 | --       |

\*New or improved for Loqu8 iCE 5.5



Decision makers will find it easier to make informed decisions with the new Loqu8 iCE Professional Edition, the first instant translator/dictionary software with customizable definitions. Understand Chinese websites, emails and documents instantly with iCE Professional’s pop-up translations. Customize the Chinese/Pinyin and English dictionary entries with your own definitions, examples and usage notes. With iCE’s LiveScan feature, you’ll have your own personal translations displayed—as fast as you move your mouse.

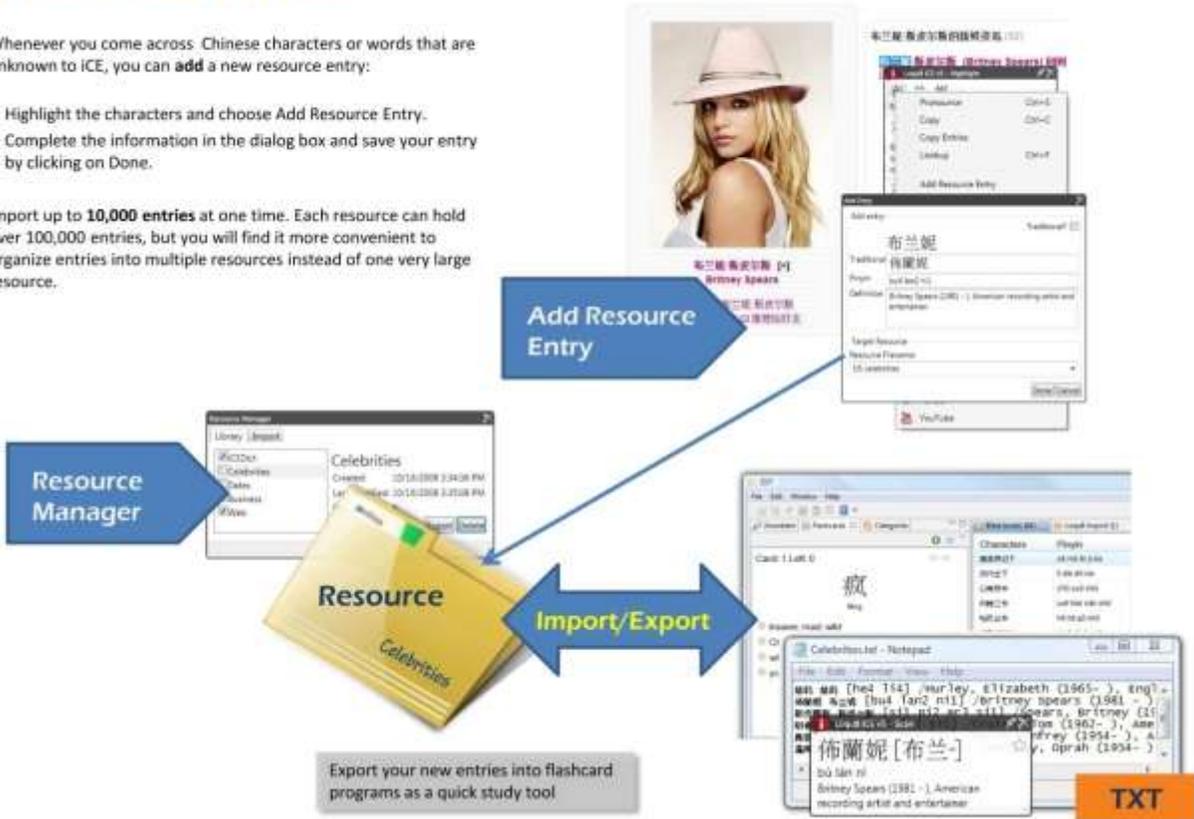
Other language learning systems teach Chinese using a limited set of words and fixed definitions. Loqu8 iCE is different. Immerse yourself in what you want to read (websites, emails, documents) and let iCE show you Chinese-English translations through a pop-up window. Focus your study only on topics and meanings that are important to you, your organization or your industry. When study time is limited, iCE’s intuitive teaching style is more effective and efficient.

**Example: Britney Spears**

Whenever you come across Chinese characters or words that are unknown to iCE, you can **add** a new resource entry:

- Highlight the characters and choose Add Resource Entry.
- Complete the information in the dialog box and save your entry by clicking on Done.

Import up to **10,000 entries** at one time. Each resource can hold over 100,000 entries, but you will find it more convenient to organize entries into multiple resources instead of one very large resource.



Add a new entry interactively (one word at-a-time) or from a formatted text list. Entries are grouped by resource (e.g., politicians, celebrities, time, web, etc.) and may be selectively enabled. Turn on the custom definitions when needed. Export resources, groups of entries, to share with others using Loqu8 iCE Pro.

## Target Users

*Chinese schools, classes and instructors* –define words and phrases to teach their students precise meanings and applications for their course. Not all early learners need the same dictionary. Children may require basic definitions; adults will appreciate words defined at their level.

*Advanced users and organizations* – define new words specific to your industry or company. Include usage notes to speed understanding. For example, create entries for key employees in your company and include areas of responsibility and contact information. The possibilities are unlimited!

The Chinese version of the Wall Street Journal lists the 上证 exchange. ICE's literal translation isn't helpful, so let's add this abbreviation of the Shanghai Stock Exchange into your personal resource

Right-click inside the window and select Word > Add Resource Entry

ICE will suggest information based upon the word(s) you've selected. Edit the text and click Done to save your changes

Additions and changes are immediately updated in both the LiveScan and Lookup windows.

Add or edit new definitions and usage notes with Loqu8 ICE Professional Edition

## Multi-Language Extensions (MLX)

Loqu8 iCE 5.5 is the first Chinese language learning software to incorporate multi-language extensions, a powerful auto-translation capability. Powered by Loqu8 Intuition™ and Google®, MLX provides real-time translations of the original English words. This is ideal for users who prefer to learn Chinese in their native, non-English language.

From iCE Professional, add and edit the translation dictionary entries in English and let MLX auto-translate definitions into 50 other languages, including Afrikaans, Albanian, Arabic, Belarusian, Bulgarian, Catalan, Chinese (simplified), Chinese (traditional), Croatian, Czech, Danish, Dutch, English, Estonian, Filipino, Finnish, French, Galician, German, Greek, Haitian (Creole), Hebrew, Hindi, Hungarian, Icelandic, Indonesian, Irish, Italian, Japanese, Korean, Latvian, Lithuanian, Macedonian, Malay, Maltese, Norwegian, Persian, Polish, Portuguese, Romanian, Russian, Serbian, Slovak, Slovenian, Spanish, Swahili, Swedish, Thai, Turkish, Ukrainian, Vietnamese, Welsh and Yiddish.



## Key Advantages

Control learning and understanding with a centralized, customizable Chinese-English translation dictionary:

- Synchronize definitions with text books and other learning references
- Update definitions and add class-specific usage notes
- Remove or edit definitions that are inappropriate for the students
- Import/share definitions with ZDT flashcards and other learning tools
- Consolidate and edit definitions easily with any standard text editor
- Incorporate auto-translations into English, German and 50 other languages

Download a free 15-day trial of Loqu8 iCE Professional Edition from [www.loqu8.com](http://www.loqu8.com). Academic prices for students and volume discounts are available.

**Loqu8, Inc**  
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