



Lingo Media  
presents

# Changing the way the world learns English

Canada China Business Forum

September 15, 2009

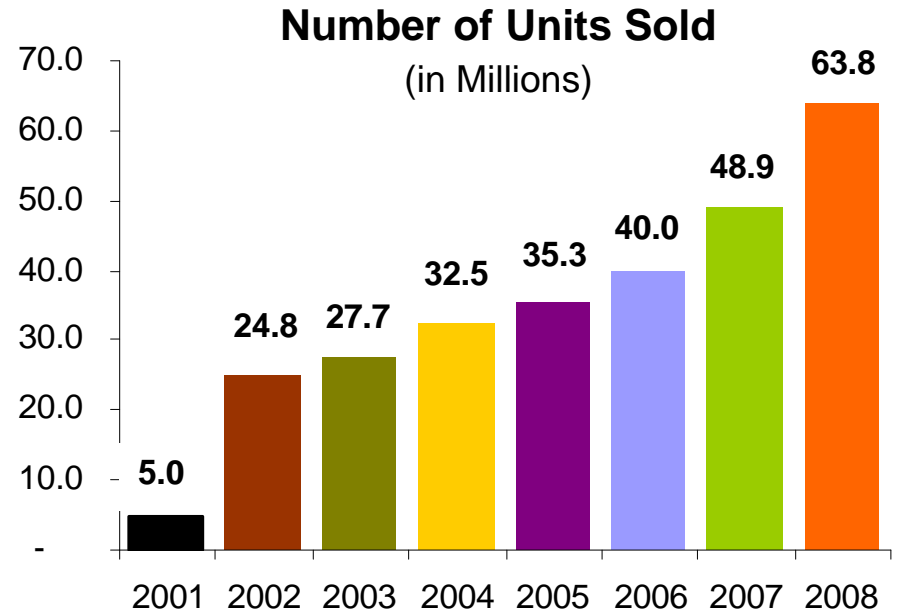
# About Lingo Media

- Lingo Media Corporation ([www.lingomedia.com](http://www.lingomedia.com)) focuses on English language learning (ELL) on an international scale through:
  - **Textbook Publishing:** Lingo Learning Inc., a print-based publisher of ELL programs
  - **Online Community:** Speak2Me Inc., an online ELL service
  - **Training and Assessment:** Parlo, a corporate training platform
  - **Target Market:** China



# Lingo Learning

- Established in 1999
- Co-publishing partnership with MOE's People's Education Press
- 60% market share - primary school market for ELL materials
- Product ranges from pre-school through higher ed
- More than 340 program titles co-published
- Sold more than 300 million units



# What is Speak2Me?

- Online English Language Learning community
- Incorporates avatar and state-of-the-art speech recognition technologies
- Built on a feature-rich platform that encourages learning, co-operation and competition
- 1,000,000 registered users and growing
- Unique advertising platform: **Conversational Advertising™**
  - Embedded brand messaging
  - Engagement with brand
  - Advertisers: Mercedes-Benz, Motorola
- Try it for yourself:

[www.Speak2Me.cn](http://www.Speak2Me.cn)



# How Speak2Me works?

speak2me 跟我说

下次自动登陆 [忘记密码](#)

请输入Email   [登录](#)

**立即注册免费学习英语**

您的Email:

英文名:

中文名:

性别:  男  女

设置密码:

学习目标:

我已阅读并接受 [《speak2me服务条款》](#)

[注册 >>](#)

**发现speak2me** [more>>](#)

speak2me 集自学课程、生气勃勃的社区和互动工具于一身，帮助你学好外语。

**免费课程**

**最火的新款手机**

等级: 中级

类别: Listening

Stephanie has a great new phone.....

[立即体验 >>](#)

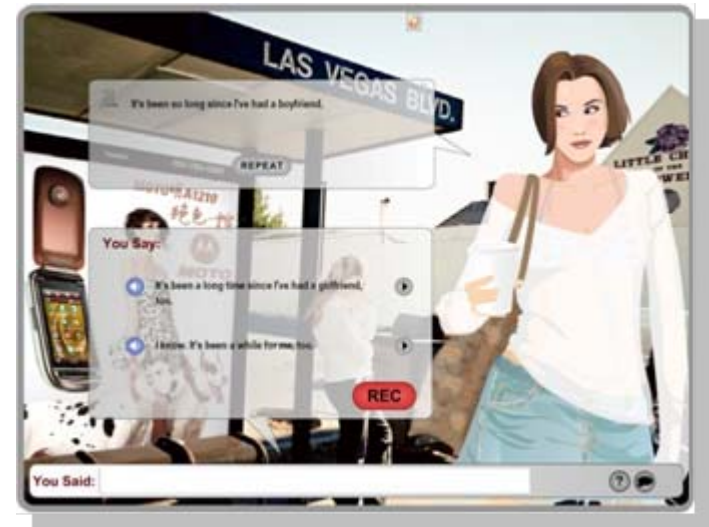


# Speak2Me's Motorola Campaign

- **Client:** Motorola
- **Overview:** To increase purchase intent of the new Moto A1210 and brand awareness.
- **Target Audience:** Young adults who are hip and trendy that have the highest purchasing power.
- **Solution:** Speak2Me integrated Motorola's brand and product message into a series of fully immersive multimedia lessons. Speak2Me leveraged its large base of 250,000 monthly unique users. Lessons are promoted through homepage, lesson placement and promotion coupon at the end of each lesson.
- **Results:** The Moto campaign on Speak2Me is 10x more effective than traditional banner ads campaigns.



**MOTOROLA**



# What is Parlo?

## Training and Assessment Platform

- An online English training solution
- Focuses on Business English
- Improves listening and speaking skills
- Enhances communication skills with customers, suppliers, partners and other employees
- Available 24/7
- Access from any location
- Scalable



# Parlo Launch Clients

## Client 1

- Major Chinese airline
- 7,000 Flight Attendants
- Busy schedule
- Airline wants to compete on an international level
- Client seeks a solution that includes its own brand embedded in content
- Cost effective



## Client 2

- Major international fair
- Expects 70 million visitors
- Difficulty in recruiting and processing volunteer applications (over 1.5 million applicants expected)
- Seeking a scalable platform solution to train 80,000 volunteers in English



# Contact

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