



Press Release

Babbel Learning System: Pronunciation Training Goes Mobile

- *Practice foreign language pronunciation on-the-go with iPhone/ iPad /iPod Touch*
- *Real time pronunciation analysis*
- *Free Babbel Mobile apps with vocabulary in seven different languages*

Berlin, October 12, 2010 –The online foreign language learning system Babbel brings its speech recognition feature to the iPhone, iPod Touch and iPad. With the Babbel Mobile vocabulary trainer app, users can test and practice their pronunciation. This new audio feature includes analysis of pronunciation in real time and evaluates all facets of speech.

The seven Babbel language apps, as well as the entire Basic and Advanced Vocabulary of 3000 words with accompanying images and example sentences, are now available for free download in the App Store. Already surpassing the 200,000 download mark, the app's previous and current versions were created in collaboration with iPhone developers from the Berlin company Aspirement.

The idea of language study broadens

Language learning is no longer confined to the classroom, or even to the personal computer. Technological advances allow learners to expand the horizon –and location—of their study. Babbel's mobile speech recognition feature is an example of how far language acquisition technology has come in terms of untethering the learner from traditional learning materials and techniques.

The speech recognition tool is for the moment unparalleled and state-of-the-art. The technology works as follows: When a learner repeats a word or a phrase, an algorithm compares his or her pronunciation to that of a native speaker, and immediately gives an evaluation of the similarity on a scale of 0-100. If the pronunciation scores over 50, that means it is generally understandable. At the learner's discretion, the pronunciation can then be repeated to perfection.

Technological market leader in web-based language learning

"Making our speech recognition tool available on the mobile phone is another milestone," says Markus Witte, Babbel's Managing Director. "We focus on providing



top quality learning materials as well as top-notch technological features. Every little refinement helps to make Babbel easier to use and makes learning a language more convenient and fun.”

Apps are available for German, Spanish, French, Italian, Portuguese, Swedish and English can be downloaded for free from the App Store and installed on the iPhone, iPad or iPod Touch. The entire Basic Vocabulary with 3000 words and registration for a Babbel account are also free.

Integrated interactive online courses are also available on www.babbel.com.

Vocabulary learned in each session can be saved and synched to the mobile app for practice on-the-go. Access to all online courses for one language is available for \$7.95 for a 3-month subscription. A test lesson for each language is free.

Go to the App Store download:
<http://itunes.com/app/babbel>

Further information and images of Babbel
<http://www.babbel.com/home/about/press>

About Babbel:

Babbel is an online language learning system. Along with the website Babbel.com, there are apps for iPhone and a downloadable vocabulary trainer. Both beginners and continuing learners will find interactive exercises for studying English, German, French, Spanish, Italian, Brazilian Portuguese and Swedish. Among diverse kinds of courses there are basic and advanced vocabulary, grammatical exercises and pronunciation training. More than 800,000 people from over 200 countries have already registered with Babbel, while the iPhone app has passed the 200,000 download mark.

The company behind Babbel, Lesson Nine GmbH, operates out of Berlin, Germany. Founded in August 2007, it now has around 40 fulltime and freelance employees. Since July 2008 Lesson Nine has been funded by Kizoo AG and VC-Fonds Berlin. Further information at <http://www.babbel.com/home/about>

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