

Press Release

LEARNTEC 2011: Babbel Receives European E-Learning Prize

- European Award for Technology Supported Learning
- First prize in Technical Implementation for innovation, usability, standards
- Jury praises Babbel as example of user-friendliness and methodology

BERLIN, XX.XX.2011 – The language learning system Babbel (<http://www.babbel.com>) has just received the European Award for Technology Supported Learning (eureleA) at the LEARNTEC conference in Karlsruhe, Germany. The jury recognized the online platform as the “Best Technical Implementation” out of more than 70 projects submitted from the world of E-learning.

The jury was especially impressed with Babbel’s addition of a mobile app for iPhone, iPad and iPod Touch to their high quality online material. For them, Babbel’s teaching methods correspond “exactly” to the latest trend of Microlearning, and can serve as an example for how „conventional learning systems can be made more mobile, flexible and user-friendly”.

Market leader in technology with real-time speech recognition

Using Babbel, the learner can complement beginner’s courses, grammar and vocabulary with pronunciation practice. A unique real-time speech recognition technology available on the browser or on the iPhone puts the learner’s pronunciation up against that of a native speaker. The user can see instantly how well the pronounced word or phrase compares.

Diverse, interactive courses with an emphasis on fun

In addition to basic and advanced vocabulary, Babbel offers interactive courses such as beginner and review courses, themed courses and grammar tutorials for English, French, Spanish, French, Italian, Portuguese and Swedish. These are available online and as mobile vocabulary trainers.

Find more information at:

<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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