

FEATURES

- ◆ **5 Languages of Study**
 - American English
 - Castilian Spanish
 - Latin American Spanish
 - French
 - German
- ◆ **5 Interface Languages**
 - American English
 - Castilian Spanish
 - Latin American Spanish
 - French
 - German
- ◆ **4 Main Learning Modules**
 - Essential Terms
 - Glossaries
 - Verbs
 - Country-Specific Glossaries
- ◆ **Glossaries**
 - 27 Main Glossaries
 - 115 Subglossaries
 - 6,500+ Glossary Terms
 - Topic-Specific Glossaries
 - Profession-Specific Glossaries
- ◆ **Verbs**
 - 107 Verbs
 - 6-8 Conjugations Each
 - 5,000+ Verb Conjugations
- ◆ **Country-Specific Glossaries**
 - Alphabet
 - Names
 - Places
 - Slang
- ◆ **Photos, Images, and Videos**
 - 4,800+ Object Photos
 - 1,450+ Custom Maps
 - 75,000+ Native Speaker Videos
- ◆ **Special Features (coming soon)**
 - User-Defined Playlists
 - Instructor-Defined Playlists
 - Lesson Plans
 - Administrator Tools
 - Usage Reports
- ◆ **Mobile Application**
 - iPad version, March 2014
 - iPhone version, June 2014

Foreign Language Vocabulary and Verbs

AtoZebra Language is an interactive online video dictionary for learning foreign language vocabulary, essential terms, verbs, and slang. It is the perfect supplement to classroom study, textbooks, and other language programs.



BENEFITS

- ◆ **Connects sound to images and the written word.** True language learning occurs when your brain connects an image to a foreign term without translating it into your native language. *AtoZebra Language's* Associative Multimedia Learning™ method allows you to make these connections simply and clearly.
- ◆ **Aids visual and aural learners.** Some people learn better through sound. Others through imagery. *AtoZebra Language* provides both.
- ◆ **Reflects the foreign experience.** Living in a foreign country, you associate words with everyday objects as you hear and see native speakers. In the same way, *AtoZebra Language* shows you photos of everyday objects, each with a corresponding video of a native speaker.
- ◆ **Mimics childhood language learning.** By associating terms with objects and sounds, *AtoZebra Language* replicates childhood vocabulary development. It follows the same process of experiential phonetics instruction that occurs when a parent reads to a child.
- ◆ **Allows interface language flexibility.** Users can quickly switch between interface languages. Beginners usually use their own native language as the interface, while more experienced learners get an immersion experience by using the language of study as the interface language.
- ◆ **Customizable to meet industry-specific needs.** Professionals can learn the foreign terms specific to their fields, from accounting, advertising, computers, and law to marketing, food services, and travel. *AtoZebra Language* is also perfectly suited for applications where specialized vocabulary is critical to an organization's mission.

AtoZebra Language
by World Trade Press™

Learn vocabulary and verbs from native speakers

Welcome (English), Bienvenido (Latin Spanish), Bienvenido (Castilian Spanish), Bienvenue (French), Willkommen (German)

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Media Player

The screenshot shows the AtoZebra Language Media Player interface. On the left is a navigation menu with five numbered sections: 1. I speak... (American English), 2. I am learning... (German), 3. Learn (Glossaries), 4. Main Glossary (Countries and Capitals), and 5. Subglossary (Popular Country Names). The main content area is titled 'German' and 'Popular Country Names'. It features a map of South America with Argentina highlighted in red (8), a portrait of a native German speaker (9), and a list of countries in German, with 'Argentinien' selected (6). Below the list are several small thumbnail maps (10) and a slider tool (10) showing '7 / 194'. At the bottom are intuitive navigation buttons (11) for Volume, Loop, Stop, Auto Forward, Previous, Play, and Next.

- 1 5 interface languages: American English, Castilian Spanish, Latin American Spanish, French, and German
- 2 5 languages of study: American English, Castilian Spanish, Latin American Spanish, French, and German
- 3 Learning Modules: Essential Terms, General Glossaries, Verbs, Country-Specific Glossaries
- 4 27 Main Glossaries
- 5 115 Subglossaries
- 6 Terms listed by interface language or language of study
- 7 A-Z sort or random sort
- 8 6,500+ color photos plus 1,450+ color maps
- 9 15,000+ native speaker video clips per language
- 10 Slider tool to search for images
- 11 Intuitive navigation buttons/controls



 Welcome

English

 Bienvenido

Latin Spanish

 Bienvenido

Castilian Spanish

 Bienvenue

French

 Willkommen

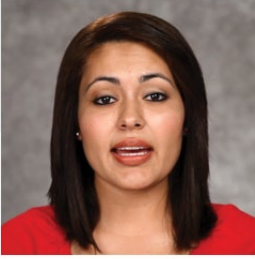
German

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Learning Elements

Essential Terms

Latin American Spanish
Essential Terms



Te quiero.
(I love you.)

- 247 Terms and Phrases
- 21 Subglossaries

Verbs

French
donner to give

Singular	
1	je donnerais
2	tu donnerais
3	il / elle / on donnerait
Plural	
1	nous donnerions
2	vous donneriez
3	ils / elles donneraient




je donnerais

- 107 Conjugated Verbs
- 6-8 Tenses per Language

Vocabulary

German
Trees




der Mandelbaum
(almond)

- 6,500+ Terms
- 27 Main Glossaries
- 115 Subglossaries
- Topic-Specific Glossaries
- Profession-Specific Glossaries

Country Specific Glossaries

Castilian Spanish
Slang



¿Qué tal, tío? ¿Cómo andamos?
(What's up, dude? How are you?)

- Alphabet
- Names
- Places
- Slang
- 550+ Terms per Language



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Glossaries and Subglossaries for Each Language (6,500+ terms total)

Accounting

Animals

Amphibians
Annelids
Arachnids
Birds
Cnidaria
Crustaceans
Fish
Insects
Mammals
Mollusks
Myriapods
Parasitic Worms
Reptiles

Built Environment

Clothing

Clothing Options
Clothing Preferences
Fit
Men's Clothing Sizes
Men's Clothing
Women's Clothing Sizes
Women's Clothing

Color

Process Colors
Visible Spectrum Colors
Web Colors

Computers

Computer Hardware
E-mail
Internet Search
Keyboard
Social Media

Countries and Capitals

Capitals
Popular Country Name

Flowers

Food

Dairy Products
Exotic Animals
Fish
Food Problems
Fowl
Fruits
Grains
Herbs
Legumes
Meat
Meat-Cuts
Meat-Game
Nuts
Seeds
Shellfish
Spices
Vegetables

Human Body

Kitchenware

Appliances
Baking
Cleaning
Coffee and Tea
Cooking Fuels
Cookware
Cutlery
Glassware
Materials
Preparation
Servingware
Storage

Landforms

Law

Decisions
Offenses
Penalties

Marketing

Advertising
Marketing Terms

Medical

Ailments
Medical Specialists
Symptoms
Where Does It Hurt?

Numbers

Cardinal Numbers
Ordinal Numbers

Professions

Agriculture
Arts
Business & Finance
Clergy
Education
Engineering & Science
Food Services
Government & Public Service
Health & Wellness
Law
Media
Personal Services
Retail
Technology
Trades
Transportation
Travel

Religions

Buddhist Denominations
Christian Denominations
Jewish Denominations
Muslim Denominations
Philosophies
Religions

Shopping

Bookstore - Book Categories
Bookstore - Reference Books
Bookstore - Religious Texts
Cell Phone Store
Furniture Store
Gemstones
Jewelry Items
Musical Instruments
Stores

Sports

Symbols

Business Symbols
Currency Symbols
Mathematical Symbols
Punctuation

Time

Days of Week
Divisions of Time
Months of Year
Telling Time
Time Expressions
Time of Day

Travel

Accommodations
At the Hotel
At the Restaurant
General
Money
People
Places
Transport Locations
Travel Documents
Types of Transport

Trees

Visual Art

Art Movements
Visual Art Forms

Weather

Conditions
Weather Events



 Welcome

English

 Bienvenido

Latin Spanish

 Bienvenido

Castilian Spanish

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French

 Willkommen

German

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Verbs for Each Language

Choose Verbs →
Pick from 107 Verbs →
Select Tense →



The screenshot shows the AtoZebra Language interface. On the left, there are dropdown menus for 'I speak...' (American English), 'I am learning...' (French), 'Learn' (Verbs), and 'Verbs' (to play). Below these is a list of 'Common tenses in French' including 'présent', 'passé simple', 'futur simple', 'imparfait', 'passé composé', 'plus-que-parfait', 'conditionnel passé', 'conditionnel présent', and 'subjonctif présent'. The main content area is titled 'French' and shows the verb 'jouer' (to play). It lists conjugations for singular (je joue, tu joues, il / elle / on joue) and plural (nous jouons, vous jouez, ils / elles jouent) forms. A photo of a native speaker is shown with the text 'je joue' below it. At the bottom, there are navigation icons for Volume, Loop, Stop, Auto Forward, Previous, Play, and Next.


to add
to allow
to answer
to arrive
to ask
to be
to be able
to begin
to believe
to bring
to buy
to call
to carry
to choose
to clean
to close
to come
to compare
to confirm
to cook
to cost
to count

to cut
to decide
to demand
to die
to do
to drink
to drive
to eat
to enjoy
to feel
to find
to finish
to follow
to forget
to get
to get dressed
to give
to go
to happen
to have
to hear
to help

to hold
to hope
to introduce
to keep
to know
to laugh
to learn
to leave
to lie
to like
to listen
to live
to look
to lose
to love
to make
to move
to need
to open
to order
to pass
to pay








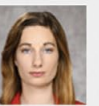


to play
to prefer
to pull
to push
to put
to read
to remain
to remember
to repeat
to return
to run
to say
to see
to sell
to send
to sing
to sit
to sleep
to smell
to smile
to speak
to start

to stay
to stop
to study
to take
to talk
to teach
to tell
to thank
to think
to touch
to understand
to use
to visit
to wait
to walk
to want
to wash
to wear
to work
to worry
to write



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Associative Multimedia Learning™

AtoZebra Language is a learning program that combines images, words, and native-speaker video to teach foreign language vocabulary. Our proprietary methodology is called Associative Multimedia Learning™ and is based upon research in learning methodology, interface design, neuroscience, and the program designer's personal experience learning a foreign language.

Dr. Richard E. Mayer, Educational Psychologist

Associative Multimedia Learning™ builds on Dr. Richard E. Mayer's multimedia learning hypothesis that "People can learn more deeply from words and pictures than from words alone" (*The Cambridge Handbook of Multimedia Learning*, 2005). Working with evidence from research by Dr. Mayer and his colleagues, **AtoZebra Language** incorporates the following principles:

- **Modality Principle:** Combining graphics with native speaker video is more effectively than combining graphics with text alone
- **Spatial and Temporal Contiguity:** Combining corresponding words and pictures near each other on the screen and in time enhances the learning process
- **Coherence:** Excluding extraneous material assists learning

Latin American Spanish

Landforms

	
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la cascada
(waterfall)

Dr. Edward R. Tufte, Statistician and Yale University Professor Emeritus

Associative Multimedia Learning™ also builds on Dr. Edward R. Tufte's seminal work on the presentation of data, interface design, and design simplicity. A key principle of Dr. Tufte's works points to the value of parallel construction in the presentation of data, which is a primary feature in the **AtoZebra Language** interface design. Dr. Tufte has summed up his lifelong allegiance to design simplicity with the phrase, "simple design, intense content" (*Scientific American*, April 2005, Issue 38). Accordingly, **AtoZebra Language** presents the learner with intense content of images, words, and native-speaker video, but in a simple and intuitive format.

The Mirror Neuron

AtoZebra Language enables language learners to not only see an object and hear it pronounced, but also to see native speakers pronouncing each term, an element that draws upon the concept of the mirror neuron. This type of neuron mirrors observed behavior and facilitates the learning of new skills by imitation. Thus, when language learners hear and see a native speaker pronouncing a word, a mirror neuron response is invoked, and learners are more likely to successfully emulate correct pronunciation.

Edward G. Hinkelman, Founder and CEO of World Trade Press

The concept of Associative Multimedia Learning™ was inspired by the learning experiences of Edward G. Hinkelman, **AtoZebra Language's** chief designer and CEO of World Trade Press. A good student otherwise, Ed did poorly in classroom French, but excelled once he was living in Paris. Like other language learners, Ed discovered that connecting French words to the sight of physical objects—and most importantly, hearing and seeing native speakers pronouncing these words—was crucial to his learning.

The Baby and the Keys

Perhaps the easiest way to conceptualize Associative Multimedia Learning™ is to picture a parent jangling a set of keys in front of a baby and saying "Keys." The keys provide the object image, and the parent saying, "Keys" provides an auditory and visual experience. In fact, we use Associative Multimedia Learning™ all our lives. By connecting visuals of objects with spoken words, computer specialists learn about new components, craftspeople learn about new tools, and doctors learn new medical technology.