

## MARKETING BULLETIN LOQU8 iCE Editions

	Free Level 1	<b>Standard</b> Levels 1-2	<b>Professional</b> Levels 1-3
	Much faster than	Simple way to learn	Most powerful
	online dictionary	Chinese	learning tool
Level 1: Understand basic Chinese			
Point to text with mouse (LiveScan™)	Basic	•	•
Highlight text with mouse (HighlightScan™)	Basic	•	•
New! Copy text to clipboard (ClipboardScan™)	Basic	•	•
Dictionary lookup: Chinese, English, Pinyin	Basic	105,000 entries	105,000 entries
Tag favorite words	•	•	•
Picture ads	•	Optional	Optional
Premium Voices with rate control	Optional	Optional	Optional
Level 2: Learn Chinese interactively			
Search Chinese websites without typing Chinese	Basic	٠	•
Auto-translate with Google or Bing	English only	•	•
Free WebTranslate™		•	•
Listen to Chinese read aloud		1 HQ voice	2 HQ voices
AutoPronounce™		•	•
Selective copy with Copy From		•	•
Bopomofo (zhuyin fuhao) phonetics		۲	•
<b>New!</b> Show tone with characters and Pinyin		•	•
Breakdown longer words into components		•	•
<b>New!</b> RubyDefs <sup>™</sup> annotations		٠	•
Level 3: Accelerate learning			
Create custom study lists with Copy+		۲	•
Create/edit words and definitions			Up to 250,000
Create/edit/load new dictionaries			German, French
<b>New!</b> Cantonese Chinese-English dictionary			•
Share dictionaries with other Pro users			•
Track most popular words you've seen			•
Export to ZDT flashcards			•
Work everywhere			
Enhanced! Chrome, Internet Explorer, Firefox	•	•	
Enhanced! MS Word, Excel, Outlook, PowerPoint	•	•	•
Enhanced! Adobe® PDF documents		•	•
Enhanced! Pidgin and Skype® messaging		•	•
		-	
Pricing (\$USD)	5		¢401
Subscription	Free (ad-supported)	\$5/month	\$10/month
Perpetual license		\$99	\$159

All web services subject to third-party availability. Auto-translate with Bing is free, but may be discontinued at any time; Google Translate is \$30 USD/year for one million translation credits. Premium voices are \$20 USD for 3 voices: Mandarin (PRC), Mandarin (Taiwan) and Cantonese (HK).

## **Premium Voices**

Learning to **speak Chinese** can be challenging. It's hard to find a patient, personal tutor who can pronounce the same words over and over again--with consistent pronunciation. As your ears and brain process the various tones, it's easy to become frustrated when "almost" just isn't good enough.

Understanding **conversational Chinese** is also difficult. When you're learning, you want to hear the words pronounced slowly enough to distinguish the subtle tones in each word. As your proficiency improves, hearing the

D Loqu8 iCE 7 - Highlight Cute and beautiful fire of love handsome guy beautiful woman fire-fighting soldiers romance of shuàigē měinů xiāofáng bing de àigíng FT 22 爱情 [愛-] àiqíng HSK4 ① romance ② love (romantic) ③ CL:個个[ge4],份[fen4] Powered by MLX

sentences at normal or faster pace prepares you for conversations in the real world.

Loqu8 iCE's **Premium Voices** feature rate control. Optimize the pronunciation of Chinese to fit your needs—and change it at any time. Unlike programs that use older, pre-recorded voices, iCE lets you choose a different voice at any time. Immediately hear

🔲 Aut	oPronounce™	
Voice	Premium HuiHui	•
Rate		No. 1
Genera	Advanced	<u> </u>

regional differences (China vs. Taiwan) for Mandarin or listen to the same Chinese text in Cantonese (Hong Kong). Learning Cantonese? Add the Loqu8 Cantonese-English dictionary (free) with HunYee Premium Voice.

- HuiHui was characterized from a native Mandarin speaker from Beijing, China
- HanHan was modeled after a Mandarin-speaking resident from Taipei, Taiwan
- HunYee was developed from Cantonese speaker from Hong Kong

Unlike the Bing voices included with Professional and Standard editions, Loqu8 Premium Voices deliver fast, consistent pronunciations without an Internet (or data) connection. These voices incorporate Microsoft's powerful speech server technology into your mobile or desktop computer. Travel anywhere--even in places where a web connection is unreliable—and your Premium Voices will always be available.

**Hear samples** of the Premium Voices (Premium HuiHui, HanHan and HunYee) at various rates: http://www.loqu8.com/voice.premium.htm

## **iCE** Editions

Logu8 iCE Professional is the most complete augmented learning system for Chinese. Accelerate your learning with custom dictionaries and word tracking. Choose from two high quality voices (Bing HuiHui and Bing HanHan). Add a new entry interactively (one word at-a-time) or from a formatted text list. Entries may be grouped by dictionaries (e.g., politicians, celebrities, time, web, etc.). Display custom definitions only when needed. Import ZDT flashcards as custom dictionaries. Export dictionaries to share with other Logu8 iCE Professional users.



In the example above, the Chinese for supply chain management was not in the dictionary. With a few clicks, you may add this compound word to your personal dictionary ("business").

supply chain management Options Suggest to CC-CEDICT Dictionary business Save as New Entry Cancel

Suggested users for the iCE Professional include:

Chinese schools, classes and instructors - define words

and phrases to teach your students precise meanings and applications for your course. Not all learners need the same dictionary. Students may require basic definitions while working professionals will appreciate words defined at their level.

Advanced users and organizations – add words and phrases that are specific to your industry or • company. Include usage notes to speed understanding. For example, create entries for key customers, products and programs within your organization. Quickly share custom dictionaries with other Logu8 iCE Professional users. The possibilities are unlimited!

Logu8 iCE Standard is a popular choice for both students and professionals. Improve your understanding of Chinese with both Auto-translate and WebTranslate. If English is not you native language, use Loqu8's exclusive MLX Auto-translation into your choice of 30+ languages. The Breakdown feature makes it easier to understand complex words and phrases by reducing them to smaller components. Generate custom study lists with the versatile Copy+ function.

Logu8 iCE Free is an entry-level tool to help novice students and casual learners. It's faster and more powerful than copy+paste to online dictionaries or other web-based resources. iCE works offline (no Internet required) and online (for web search, auto-translations). Upgrade to Standard or Professional at any time.

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