



Company Overview

Auralog Snapshot

Founded:

1987, privately held

Clients:

10,000+ organizations
worldwide

Products and Services:

TELL ME MORE® dynamic
language learning
Custom language learning
development
Language learning business
outsourcing
Language consulting services

Industries served:

Education, Government,
Manufacturing, Hospitality,
Banking/Finance, Technology,
Healthcare/Pharmaceutical,
and Consumer

Locations:

United States, France,
Germany, Spain, China, Brazil,
Italy, India, Japan, and Mexico

Employees:

300+ employees

Worldwide Distribution

Available language

programs:

English (North American &
British), Spanish (European &
Latin), German, French, Italian,
Dutch, Chinese, Japanese and
Arabic.

**Supports over 30 interface
languages**

Auralog: Innovation for Language Learning

Founded in 1987, Auralog was the first multimedia publisher in the world to apply speech-recognition technology to foreign-language learning. Over the past twenty years Auralog has established itself as the world leader in this field through its innovative TELL ME MORE® language learning solution.

One size doesn't fit all.

Auralog addresses the needs of a variety of markets through tailored solutions.

Corporations and Language Schools online-tailored solutions include:

- e-Coaching, an online program featuring TELL ME MORE® content enhanced with personal coaching services to ensure ultimate success
- Business specific content is available to support the needs of a variety of industries and professions such as Accounting and Finance, Customer Service, Pharmaceuticals, and many more.

Government Agency solutions can be delivered online or offline in support of their unique high security needs:

- Hosted online solutions, available anytime and anywhere via the Internet
- Installed solutions (behind firewall), can be installed on a local network for ultimate security
- Instructor Solutions, enables Instructors to leverage our technology to enhance their current classroom lessons
- Professional Services are available to assist clients with custom development of language learning, customizing our solutions, or consulting on a variety of language program related topics.

Libraries are able to leverage TELL ME MORE® to meet their community's growing need to learn and master foreign languages while fostering a global community. TELL ME MORE® enables libraries to provide valuable resources to their patrons for career development as well as language learning needs.

Education has language solutions geared toward Higher Education, Secondary Education, as well as Homeschool. Auralog offers content online or on CD-ROM, along with a comprehensive range of tools for teachers:

- TELL ME MORE® Education online provides indexed learning paths geared toward the educational needs of Secondary Education Institutions.
- TELL ME MORE® Campus provides in-depth content aligned with the professional situations and workforce development needs of Higher Education institutions.
- TELL ME MORE® Homeschool delivers a tailored program to assist homeschoolers in learning a language and fulfilling their program requirements.

For individuals solutions are available on or offline and include:

- TELL ME MORE® Retail, custom paths created for adults and teenagers
- TALK TO ME®, custom learning paths geared to support conversation
- TELL ME MORE® Kids, specially created for children from the ages of 4 to 12

Clients:

Helping customers achieve language mastery through quality learning solutions is our passion. Our process and approach is what makes us - and our clients - industry leaders. TELL ME MORE® powered by Auralog has become the solution of choice for hundreds of global corporate and government customers, including Alcatel-Lucent, FBI, Belgacom, Getronics, The US Army National Guard, Marine Corps University, GlaxoSmithKline Biologicals, Konica Minolta, Sony, Valeo, Naval Special Warfare Unit, US Border Patrol, Velux, Vodafone, and Total.

Educational institutions and Libraries also rely on our solution to provide the best possible learning resources for their students and patrons. Institutions such as Rice University, The Orange County Library System, Bryant University, Virginia Commonwealth University, The Citadel, Miami-Dade County, Brentwood Library, Huntsville Public Library, and the Toronto Public Library provide TELL ME MORE® to their learners. More than 5 million users and thousands of organizations, schools, and agencies trust TELL ME MORE® for foreign-language training.

Partners:

Auralog has partnered with some of the top learning and service professionals in the world to provide the best possible solutions for language learning needs. TELL ME MORE® has more depth and breadth of any solution available and has been recognized internationally for its quality.

Key organizations that have formed strategic alliances with Auralog include : Berlitz, Saba, Thomson Companies, SAP, Amazon, PC Mall, and Buy.com.

Awards:

The quality of Auralog's products and services has helped us win a number of international awards. Globally recognized awards Auralog has received include: Brandon Hall's Excellence in Learning, TechLearn Best in Show, PC Magazine Top10, World of e-Learning Online Solution of the Year Award, the European Union's EuropPrix Award, the MIM d'Or in Canada, the Eddie Award in the US, the Giga Maus and EMMA Awards in Germany, the Prix Möbius in France, the ECCSELL d'Or (best-selling product in Europe), the French Ministry of Education's Pedagogical Merit Award, and the Ministry of Education in Saxony and the University of Leipzig recognition.

Auralog Difference:

TELL ME MORE® powered by Auralog is the most advanced language learning solution available. Combining the proven instructional design of the communicative approach with state-of-the-art technology, TELL ME MORE® enables learners to acquire another language in the same environment as their native tongue. With award-winning quality, global support and presence, a proven system, and full time language and technology experts, it is no surprise Auralog is the company of choice of more than 15,000 organizations world wide.

Superior Technology:

- Advanced speech recognition technology allowing learners to engage in real-life dialogue and conversations
- Based on a multi-year, multi-million dollar investment Auralog's research and development teams has spent hundreds of thousands of hours developing our advanced solutions.
- Patented SETS® (Spoken Error tracking System) technology provides learners immediate feedback and the opportunity to improve their pronunciation.

Award Winning Quality: Auralog's products have numerous international awards based on quality, effectiveness, and delivery method.

Global Support and Presence: Today, Auralog's language solutions are distributed globally throughout Europe, Asia, South America, North America, the Pacific Rim, and the Middle East. Available in 11 target languages and more than 30 interface languages, content is adapted to the specific needs of each country and market.

Proven: Auralog has been selected by hundreds of organizations globally with over 5 million learners successfully enjoying the TELL ME MORE® language learning solution.

Language and Technology Experts:

- Auralog employs over 300 professionals representing 20 different nationalities in order to provide native language support.
- Auralog employs one of the largest commercial language Research and Development teams. This team consists of over 80 in-house experts dedicated to pushing the boundaries of language learning.