









AtoZebra Language
by World Trade Press™



Learn vocabulary and verbs from native speakers


Welcome

English


Benvenuto

Latin Spanish


Benvenuto

Castilian Spanish


Bienvenue

French


Willkommen

German

World Trade Press
+1 (707) 778-1124
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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 per Language
 - 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, October 2014
 - iPhone version, December 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.



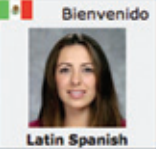
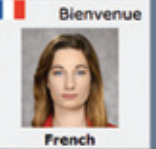
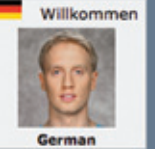
The screenshot shows the AtoZebra Language interface. On the left, there are navigation menus for 'I speak...', 'I am learning...', 'Learning Modules', 'Main Glossary', and 'Subglossary'. The 'Main Glossary' is set to 'Food' and 'Subglossary' is set to 'Fruits'. Below these is a list of terms in both American English and Latin American Spanish, including 'el melón', 'el membrillo', 'la mora', 'la naranja china', 'la naranja', 'la nectarina', 'el nispero del Japón', 'la papaya', 'la pasa', 'la pera espinosa', 'la pera', 'el persimón', 'la pifia', and 'la pitaya'. The main content area shows a video of a native speaker and a photo of an orange with the label 'la naranja (orange)'. At the bottom, there are navigation icons for 'Home', 'About', 'Demos', 'Contact', 'Manage Account', and 'Log out', along with video controls like 'Volume', 'Loop', 'Stop', 'Auto Forward', 'Previous', 'Play', and 'Next'.

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.

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Media Player



The screenshot shows the AtoZebra Language Media Player interface. On the left, there is a sidebar with five numbered callouts (1-5) pointing to dropdown menus for 'I speak...', 'I am learning...', 'Learning Modules', 'Main Glossary', and 'Subglossary'. Below these are tabs for 'American English' and 'German', and a list of countries with callouts 6 and 7. The main content area features a 'German' header, a 'Popular Country Names' section with a map of South America (callout 8) and a portrait of a native speaker (callout 9). Below the map is a row of small maps and a slider tool (callout 10). At the bottom are navigation buttons (callout 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





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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

je donnerais

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

- 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
- Cnidarians
- 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
- Countries

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
- Types of Law

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

Verbs for Each Language



Choose Verbs → [I speak... / I am learning... / Learning Modules / Verbs]

Pick from 107 Verbs → [to pay / to play / to prefer / to pull / to push / to put]

Select Tense → [Common tenses in French: présent, passé simple, futur simple, imparfait, passé composé, plus-que-parfait, conditionnel présent, conditionnel passé, subjonctif présent]

- | | | | | |
|------------|----------------|--------------|-------------|---------------|
| to add | to cut | to hold | to play | to stay |
| to allow | to decide | to hope | to prefer | to stop |
| to answer | to demand | to introduce | to pull | to study |
| to arrive | to die | to keep | to push | to take |
| to ask | to do | to know | to put | to talk |
| to be | to drink | to laugh | to read | to teach |
| to be able | to drive | to learn | to remain | to tell |
| to begin | to eat | to leave | to remember | to thank |
| to believe | to enjoy | to lie | to repeat | to think |
| to bring | to feel | to like | to return | to touch |
| to buy | to find | to listen | to run | to understand |
| to call | to finish | to live | to say | to use |
| to carry | to follow | to look | to see | to visit |
| to choose | to forget | to lose | to sell | to wait |
| to clean | to get | to love | to send | to walk |
| to close | to get dressed | to make | to sing | to want |
| to come | to give | to move | to sit | to wash |
| to compare | to go | to need | to sleep | to wear |
| to confirm | to happen | to open | to smell | to work |
| to cook | to have | to order | to smile | to worry |
| to cost | to hear | to pass | to speak | to write |
| to count | to help | to pay | to start | |

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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 effective 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



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.

