



## Press Release

For Immediate Release

### LINGOACE LEVERAGES SIGNATURE IMMERSIVE CURRICULUM FOR ENHANCED SINGAPORE PROGRAM TO BETTER SUPPORT ONLINE LEARNING AT HOME

*Delivered by immersion learning specialists and educators trained to teach in a live, online environment, the new program meets demand from parents for new, learning experiences optimized to engage modern, young learners for academic excellence*

**SINGAPORE, 3 JUNE 2021** – LingoAce, a Singapore-based global education technology company offering immersive, live online classrooms for Chinese language learning to young learners, has launched an enhanced Singapore Online Program for children in Primary 1 to 4 to help parents prepare their child for academic excellence amidst pandemic restrictions.

Catering to increasing demand from parents for new, learning experiences that keep their young ones engaged, the program’s curriculum took more than 100 hours of planning by in-house immersion learning specialists and is delivered by top native-speaking teaching talent specifically trained to teach in interdisciplinary online environments.

“Many parents have negative impressions of online learning. What many don’t realize is that teaching and engaging in live and online environments requires its own skillset, training and technology, particularly with keeping the attention of younger learners. LingoAce’s programs are developed on the basis of addressing these needs, and the enhanced program – the Singapore Online Program – is especially pertinent today,” said Mr. Hugh Yao, Founder, LingoAce.

#### *Top native-speaking talent trained for immersive, live online classrooms*

The Singapore Online program is designed for varied learning objectives and aligned with Singapore Ministry of Education (MOE) syllabus. Its research-backed, immersive curriculum helps modern young learners develop a genuine, self-motivated interest in Chinese culture through the use of authentic language materials and courseware.

“One of the key barriers of effectively learning a new language amongst young learners is non-immersive learning environments, where teaching is passive and instructional,” said Ms. Peggy Lim, Academic Director at LingoAce.

“It is important to provide learners with a language-rich environment where they are immersed in live conversations about things that are related to their daily life and of interest to them. The learning environment should be as authentic as possible – through the use of engaging courseware and interactive lessons with native speakers, who are able to engage learners in the beauty of the language and culture.”

With offices in Beijing, Chengdu and Educational Research Centres in Wuhan, LingoAce is able to tap on the teaching talent pool with more than 2,500 professionally-certified and passionate native-speaking teachers with international CTC SOL accreditation for Chinese teaching to non-native speakers.



The company employs vigorous screenings for its teachers, with only 2 per cent of applicants making the cut. Once hired, teachers will also undergo theoretical and technical training phased over three weeks, with assessments and practical training built in to prepare them to be able to teach in live, online and interdisciplinary learning environments. This rigorous process means that only 15% to 20% of the candidates make it from training to the LingoAce staff induction.

### *Tech-enabled Experiences For Parent, Teacher And Child*

LingoAce's 10,000 sqm technology, teacher training and in-house production studio provide the company with rich technological infrastructure and opportunities to create technology-led experiences for parent, teacher and child. With the use of world-class multimedia, animation and gamification technology, LingoAce is able to simulate everyday scenarios in Chinese immersive environments to facilitate learning more effectively.

The education technology company, which has received US\$13 million in investor funding to-date, leverages proprietary technology to provide highly personalized and seamless learning experiences such as:

- **Live-teaching and real-time interaction and intervention** so that students can receive instant feedback on coursework
- **Post-lesson playback and reports** so that parents can have full awareness on what goes on during lessons and receive personalized reports on their child's strengths and weaknesses
- **Consistent and precise assessments** so that teachers can accurately assess students' progress with AI-technology that tracks intonations in pitch, note and rhythm of spoken language

### *LingoAce Mid-Year Mega Open House For PSLE Preparations*

With 2021 being the debut of Singapore's new PSLE scoring system, students can no longer leverage a selection of strong subjects to score highly at, and must now perform well across multiple subjects, including Chinese language.

To better support parents and child in their preparation for the PSLE, LingoAce will be initiating a series of programs and workshops catering to help students score well in Oral and Listening components, which make up 35 per cent of the PSLE Chinese examination grade. The Oral examination format requires students to watch a video clip and discuss it in Chinese, and students who frequently have two-way conversations in Chinese will have a distinct advantage in scoring well for these components.

This June, bringing together world-class curriculum, teaching talent and technology, LingoAce \_ will be organizing its annual mid-year mega Open House for its parents and K2 to Primary 6 learners. At the open house, parents will also be able to find out more about LingoAce's five curriculum pegged to globally accredited syllabus – Singapore Program (online and blended learning formats, which are aligned with Singapore Ministry of Education's syllabus), Pre-school Program, Advanced Program, Bilingual Program and



International Program designed to plug specific learning gaps such as grammar, vocabulary, oral communication or comprehension.

Among the many events lined up for a fun-filled two-week carnival are a speech competition and oral and composition workshops.

**Event:** LingoAce June Holiday Open House (Online)

**Date:** 29 May to 13 June 2021

**Time:** 10:00am to 5:00pm (Varying times)

To register a place in the open house, please visit <https://www.lingoace.com/sg/june-holiday-promo/> for more information.

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### About LingoAce

Founded in 2016, Singapore-based LingoAce is the leading Chinese language platform, offering an immersive language learning experience tailored to meet the needs of learners aged four to 15 years old, across a range of language proficiency levels and diverse cultural backgrounds. A committed ally to both young learners and their ambitious parents, the global education technology company harnesses the capabilities of passionate native Chinese-speaking teachers along with research-backed digital content, featuring animation, gamification and AI, to effectively deliver its globally accredited Chinese syllabi through small group and one-on-one live classes. With regional offices in the US, Southeast Asia and China, LingoAce has provided live online classes to over 300,000 registered learners across 80 countries. By nurturing the next generation of confident multi-lingual communicators, LingoAce aims to broaden the horizons and unlock future opportunities for these learners. More information can be found at [www.lingoace.com](http://www.lingoace.com).