



Leveraging the Synergy between Didactics & Technology

CALICO 2019

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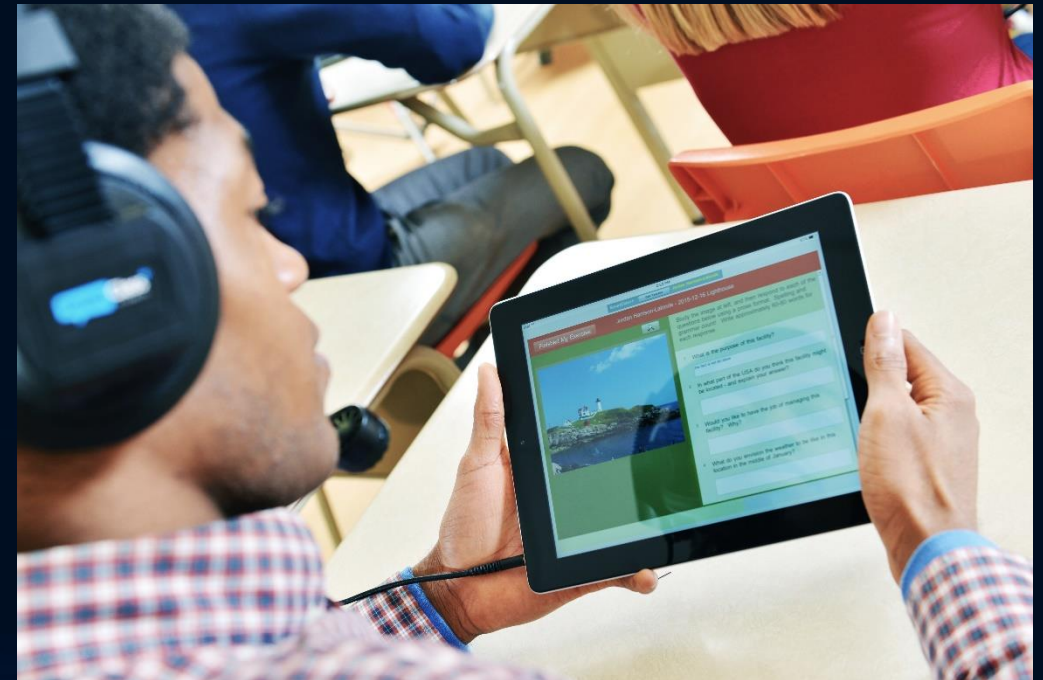
- ✓ Educational Technology Market
- ✓ SmartClass+ Language Lab Platform
- ✓ 35 Years in Business
- ✓ Global Supplier (85+ Countries)
- ✓ Montréal-based Canadian Company
- ✓ Subsidiaries in the USA and China

Blended-Learning Model

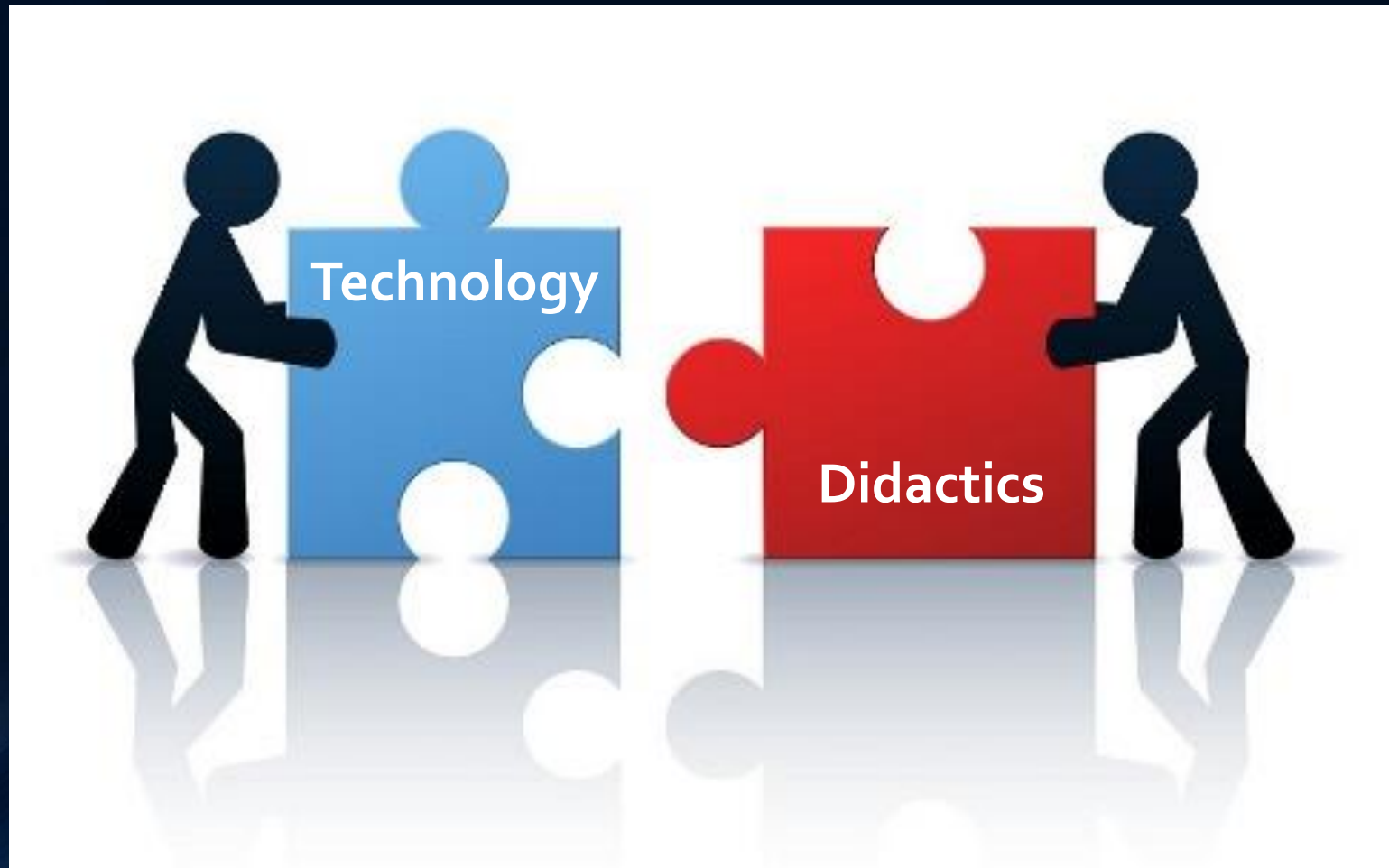
✓ Classwork



✓ Self-Access



Diversification – Electronic Publishing



- ✓ Complete ELT (ESL/EFL) Curriculum
- ✓ CEFR Language Proficiency Levels: A1, A2, B1, B2 & C1
- ✓ Pronunciation with AI-based Speech Recognition
- ✓ Digital Media Library with 2,000+ Activities
- ✓ Speaking, Listening, Reading & Writing
- ✓ Auto-grading of 80% of Activities



- ✓ Hire a team of former language teachers who are *power-users* of our language lab platform
- ✓ Task them to build a standards-based ELT package
- ✓ Integrate this ELT package with our platform
- ✓ Focus on solid pedagogy
- ✓ Call HQ when it's ready!



Serendipity The occurrence and development of events by chance in a happy or beneficial way

Synergy The interaction or cooperation of two or more organizations, substances or other agents to produce a combined effect greater than the sum of their separate effects (e.g. $1 + 1 = 3$)

Variety, Rigor & Learning Modalities

Didactics benefit Technology

- ✓ “Matching” activities
 - ❖ Text Matching
 - ❖ Image Matching
 - ❖ Category Matching
- ✓ “Jumbling” activities
 - ❖ Letter Jumble
 - ❖ Word Jumble
 - ❖ Sentence Jumble
- ✓ Audio/Video Captioning
- ✓ Variable Length Responses
- ✓ Audio + Image Stimulus
- ✓ Auto-Image Flipping
- ✓ Flash Cards

Thank You!

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