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Boosting your Acquisition of Languages I

BALINGUA IN THE COUNTRY OF THE RISING SUN

**PLATO, a language learning software developer,
is creating a version of the BALINGUA course for the Japanese
market**



The English course produced by the Belgian company Balingua and launched on the market in January 2007 will be produced and commercialized by the Japanese company Plato for the Japanese market.

Plato is a company that has specialized in the production of **language learning software for the Japanese market**. Moreover, it is a partner of the Nintendo group in several high-tech educational projects, among which the software to learn written English "*English Training*".

Plato will design an original version of the Balingua course on CD, which will feature speech recognition and should be distributed on the Japanese market at the end of 2007.

The Balingua method (= *Boosting your Acquisition of Languages*) aims at boosting beginners in their learning of a language: Roughly 20 hours of work are enough to format the brain to the syntax of the new language – this will empower the learner and tremendously accelerate his/her later acquisition of the language.

English is one of the ten languages that are currently available on the website www.balingua.com; more languages are underway, such as Italian, Polish, Vietnamese, and Modern Greek. Besides, as every target language is also a reference language, the website offers hundreds of language combinations that are available to millions of Internet users for a mere **33 € for 33 hours!**

The contact between the two companies was organized by AWEX Japan during the June 2005 economic mission presided by H.R.H. Crown Prince Philippe.

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Mr. Kosuke ASAKURA, President of Plato, signs the contract with Balingua.
The products in front of him on the table are the software produced by Plato for
Nintendo.