PONS

PONS DIGITAL LANGUAGE CONTENT FOR PRODUCTS WITH A DIGITAL EDGE

With this catalogue we are excited to present PONS' digital products and services. Profit from our abundance of digital language content that can help you to enrich your own product range.

Are you a **publisher** looking for additional digital components for your text books? Have a closer look at our dictionary segment <u>here</u>.

Are you a **software or hardware developer** searching for language learning content to equip your devices/software with? Read more <u>here</u>.

We also equip CMS (content management system) and LMS (learn management system) with a **digital dictionary**. Find out how <u>here</u>.

Or perhaps you're a company active in **mobile business** and are looking for content for mobile applications. Find motivation beginning <u>here</u>.

There are countless opportunities to profit from PONS' decades of experience with language learning content.

Contact us Ulrike Keppler +49 711 89462 120 u.keppler@pons.de

ONS.

DICTIONARY ABOUT ...

- Our comprehensive general linguistic data base with 390,000 terms and expressions as well as 540,000 translations is the starting point for many language combinations for diverse target groups and application purposes, such as business, school, university, language learning or travelling.
- PONS' dictionary data is in media neutral formats, mostly XML and some TT-format (tag and text). This ensures content may be implemented problem free in other application scenarios.

We offer the following languages ... ANCIENT HEBREW BULGARIAN CZECH DUTCH DANISH ENGLISH (USA) ENGLISH (UK) FRENCH GERMAN GREEK HUNGARIAN ICELANDIC ITALIAN LATIN POLISH PORTUGESE PORTUGESE (BRAZIL) RUSSIAN SPANISH SWEDISH TURKISH

DICTIONARY WHO DO WE WORK WITH?

- Dictionary content is interesting for companies dedicated to language learning in the broadest sense. We have been working with 2 categories of enterprises in the past: providers of electronic dictionaries and providers of language programs integrated with external dictionaries.
- We are proud to refer to well-known brands Casio and Franklin as manufacturers of handheld devices with integrated PONS dictionaries, as well as a suppliers of applications for interpreters, translators and everybody who needs dictionaries in a professional capacity.
- To mention but a few: Acolada, Wordfinder, Global Language Solutions, Sensotec, Van Dale and many more...

To mention but a few of our current partners ...













DICTIONARY USE CASE: Hardware

BENEFIT FROM THE PURE SCOPE AND QUALITY OF EDITED DICTIONARY CONTENT IN HARDWARE DEVICES

- Take Casio for example, a partnership of many years standing.Casio's electronic translators contain the most extensive PONS dictionary content in the languages English, French, Italian and Spanish.
- Additionally, PONS equips Casio school hardware with the market leading PONS Student Dictionaries in the languages English, French, Latin and Spanish.

OUR DICTIONARY, YOUR BRAND



. 9 manDale () dictionnaire 1 0 * A 7 1 **Pwoordvandedag** refwoorden (1) tablethed. dictionnaire [ddapare] m Eberier schrift dep 001 week over de tabl... Lees verder Voorbeeldzinnen (15) 1. Wörterbuch st + dictionnaire dialectal Dialektreörterbuch: dictionnaire specialise aider: travaller avec un dictionnaire, ça aide Spelindal Fachwörterbuch, Reallexikon; dictionnaire aisé: un dictionnaire aisé à consulter Sec. 1 orthographique Rechtschreibwörterbuch armé: armé d'un dictionnaire dictionnaire technique Wörterbuch der armer: s'armer d'un dictionnaire Technik (Gen); dictionnaire de poche consultation: consultation d'un dictionnair Taschenwörterbach: regarder dans le Meer resultation 1 dictionnaire im Wörterbuch nachsehen [o nachschlagen] Binnen artikelen (20) 2. (encyclopédie) Lexikon nt + dictionnaire aider encyclopédique Universallexikon aisé dictionnaire de langue [Sprach]wörterbuch st: armé dictionnaire des synonymes arme monym[en]wörterbuch st article Heer resultation : Alfabetisch deter diction detionnaire dicton distantant Meer resultation 3 MacBook Air

DICTIONARY USE CASE: Online Platform

INCREASE THE REACH OF YOUR PRODUCT PORTFOLIO WITH OUR DICTIONARY CONTENT

- Easy to integrate, comprehensive, and high quality PONS content integrated in to your online software
- Acolada, Wordfinder and Van Dale are examples of companies who gather dictionaries from diverse publishers and distribute them under one hat in their own company branded website or platform.
- PONS is proud to be one of these dictionary publishers working closely together with such companies to integrate our content in to their software applications.

DICTIONARIES IN ALL FORMATS



GROSSWÖRTERBUCH NGLISCH Mit Online-Wörterbuch und E-Book Englisch - Deutsch Deutsch-Englisch WÖRTERBUCH PREMIUM

DICTIONARY USE CASE: Apps

OUR CONTRIBUTION TO YOUR SUCCESS IS EDITORIAL QUALITY, KNOW-HOW, AND MANY YEARS OF EXPERIENCE

- PONS has been developing apps since the beginning of the digital revolution.
- For instance, a language course app or a vocabulary builder can well profit from a fully-fledged dictionary.
- We also enrich the app program of our various partners, such as De Agostini, Duo Languages and Wordgram.
- Around 275 PONS apps can be found in app stores for all operating systems (iOS, MacOS, Android, Windows, Windows Phone, Kindle...)

IOS	WINDOWS
MAC OS	WINDOWS PHONE
ANDROID	KINDLE

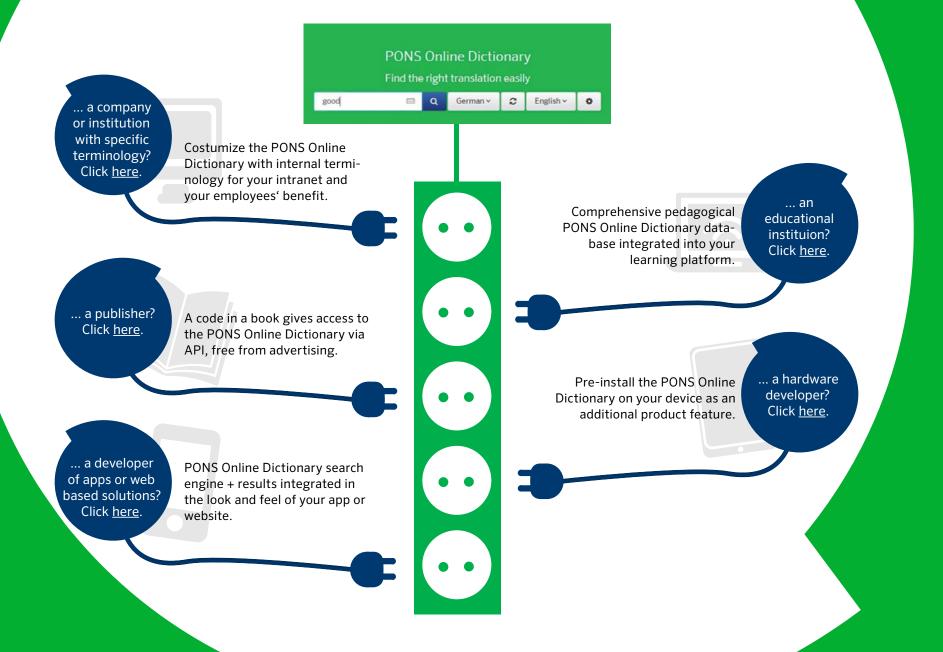
ONLINE DICTIONARY MAKE OUR DICTIONARY YOURS

- Reaches more than 6 million unique users per month with a user interface available in 12 languages.
- 14 languages in 37 combinations.
- Guaranteed high quality and up-to-date content developed by professional lexicographers around the globe and editorially supervised by native language professionals.
- Through our Application Program Interface (API) technology, the online dictionary can be integrated in to a variety of szenarios, take inspiration on the next few pages ...

PONS Online Dictionary includes the languages.... CHINESE DUTCH ENGLISH FRENCH GERMAN GREEK ITALIAN LATIN POLISH PORTUGUESE

RUSSIAN SLOVENE SPANISH TURKISH

ONLINE DICTIONARY HOW DOES IT WORK FOR ...





THE TEXT BOOK

Enhance your writing skills for office communication

Use our Online Dictionary on www.website.com

Code

1A2B - 3C4D - 5E6F

The Publishing Company

ONLINE DICTIONARY USE CASE: Code in Book

LOOKING FOR A WAY TO ADD DIGITAL CONTENT TO YOUR PRINT PRODUCTS?

- Use the PONS Online Dictionary to enrich your products and make your program cross media. Integrate the PONS Online Dictionary into your website or an individually designed textbook platform to make the dictionaries available to your costumers.
- Codes can easily be distributed within your textbooks or any kind of notification. Chose the language combinations that are useful for your customers!



DICTIONARY SEARCH ENGINE IN YOUR LEARNING PLATFORM



ONLINE DICTIONARY USE CASE: Education Platform

LOOKING FOR A WAY TO GIVE YOUR STUDENTS ACCESS TO MORE KNOWLEDGE?

- Use the PONS Online Dictionary fully integrated in to your LMS (learn management system).
- Ensure that your students reference using a trusted source with didactic content tested by experienced editors and lexicographers.
- Use our comprehensive dictionary database for individual packages or single licenses that can be distributed to schools, end users etc.
- Papagei.com and educanet are two examples of our current online dictionary partners.
- Chose the language combinations that are useful for your customers!



ENHANCE YOUR APP WITH AN INTEGRATED DICTIONARY

Project name		.og out
Haus German-English 🖬 Bearch		
Translations in the German + English Dictionary		
Haus «es, Häuser» (haus, <u>pl</u> 'hoyze) <u>NOUN</u> //!		
1. Haus (Wohngeblude):		
 Haus das internat bestand aus mehreren Häusern 	 house the boarding school consisted of several buildings 	
es wird schon kühl, lass uns ins Haus gehen	It's getting cool, let's go indoors (or inside)	
49 meine Kavieriehrenn kommt immer ins Haus	e my plano leacher always corries to our house	
 Dei der Käte biebe ich leber im Haus Haus an Haus 	 I prefer to stay indoors (pr inside) when it's cold next door 	
W wir wohnen Haus an Haus	we live next door to each other	
aus den Haus gehen	 to leave the house to assume the house in the set is don't in don't 	
von Haus zu Haus gebenivandem/ziehen das Haus Gotles (<u>b. geb</u> des Herm)	 to go/wander/roam from house to house (or door to door) the house of God (or (orm the Lord) 	
Have und Hof vertieren	to lose house and home	
Haus der Jugend joletz kommt jóm richt ins Haus	 youth centre sti does not allow stiristh in the house 	
49 eine Katze kommt mir nicht ins Haust	In not having a cat in the house!	
ein offentliches Haus euch veraltet (Dorder))	49 a house of it repute	
49 das Weibe Haus	Ine White House	
2. Haus (Wohnung, Zuhause, Heim): 49. Haus		
49 Haus 49 aus dem Haus sein	I home I to have left home	
49 auter Haus essen	• to eat out	
Image: A second seco	they eat out at weekends	
thei Haus liefers CriCiv thei haus liefers CriCiv richts mehr im Haus haben	to deliver free of charge to have nothing [eff] to eat/drink] in the house	
(eta) ins Haus Selem CKOV	to deliver (sth) to the door	
 setem Sie ins Haus? jon ins Haus nehmen. 	 do you make home deliveries? to take sti vi(to one's home) 	0
jon na Haus nennen jon das Haus verbieten	 to not allow <u>sb</u> in the house 	
49 nach Hause (o. A. CH a. nachhause RR)	49 home	
 komm nicht so späl nach Hause! es ist nicht mehr weit bis nach Hause! 	 49 don't come home so late! 49 we're not far from home now! 	
49 ich muss nach Hause!	I must (or have to) go home!	
49 Komm mir bloß nicht damit nach Hauset fig fam	don't you (dare) come that one with me!	
 Ign nach Hause bringen Rannet du mich mit dem Auto nach Hause bringen? 	49 to see (or take) so home 49 can you drive me home?	
49 joh nach Hause schicken fam	49 to send st packing fam	
49 jah nach Hause schicken fam	Is send sb home	
ich habe den Vertreter gleich weder nach Hause geschickt die Lehverin schickle den Schiller nach Hause	 I sent the rep packing straight away the teacher sent the pupil home 	
40 zu Hause (o. A. Chi a, zuhause RR)	49 at home	
seid unbedingt vor f	make sure you're back home before midnight!	
49 wir idennen schon in drei Stunden zu Hause sein 49 wie geht's zu Hause?	 we can be home in three hoars how are things at home? 	
49 ich bin für niemanden zu Hause	I'm not at home to anybody	
40 von zu Hause aus arbeiten	49 to work from home	
49 bei jom zu Hause, A. CH a, zuhavse 49 bei euch zu Hause ist es so gemütich	49 in st/s home 49 there's such a relaxed atmosphere in your home	
49 bei uns zu Hause wurde vor dem Essen pebelet	we always said prayers before a meal in our house	
 sich akk (ingendworbei joh) wie zu Hause fuhlen fuhlen Sie sich wie zu Hause/ 	 to feel at home (somewherein <u>s0/s</u> house) make yourself at home 	
P futien Sie sch we zu Hauset P irgendup zu Haus[e] sein	•P make yourself at home •P to live (or come from) somewhere	
e) wo sind Sie eigentlich zu Hause?	49 tell me, where are you from?	
40 der Pandabär ist nur in China zu Hause	It the panda bear can only be found in China	
 Haus (Panile): 		
4) Haus	tousehold	
 er ist ein alter Freund des Hauses aus adigem Hause 	 ter's an old friend of the family from a noble family 	
49 aus angesehenem Hause	49 from a respectable family	
all your believe which any in the principal interaction of the principal of	Itom a middle-class/pool/bad family	

ONLINE DICTIONARY

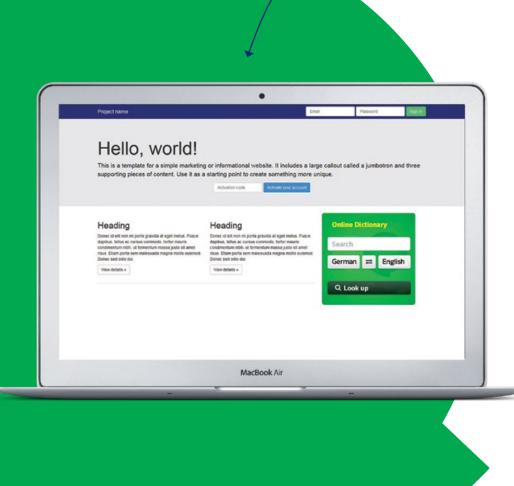
USE CASE: Software or App Developer

LOOKING FOR A WAY TO ENHANCE YOUR APP OR WEBSITE WITH MORE CONTENT?

- The PONS Online Dictionary API allows you to integrate the complete dictionary search engine, including search results, into your website or mobile application.
- Users receive search results directly in your software from our comprehensive dictionary databases.
- You are free to present the results in the look and feel of your website or application.



INCLUDING COMPANY SPECIFIC VOCABULARY



ONLINE DICTIONARY USE CASE: Company Intranet

SEARCHING FOR A WAY TO MAKE YOUR EMPLOYEES' LIFE AND DAILY BUSINESS A LITTLE EASIER?

- Integrate the PONS Online Dictionary in to your companies intranet, customized with your own internal vocabulary and terminology. Take our partner Siemens for example, who uses the PONS Online Dictionary via API to provide employees the ability to reference company specific terminology in their own platforms.
- Whether you just want to use a search function in the existing extensive PONS dictionary data bank for your intranet or wish to include your own terminology within your company specific solution – both is possible with the PONS Online Dictionary through the PONS API technology.
- Chose the language combinations that are useful for your business!





PONS ONLINE DICTIONARY

USE CASE: Hardware Developer

DO YOU CREATE HARDWARE AND ARE LOOKING FOR CONTENT TO FILL IT WITH?

- The PONS Online Dictionary API may also be used as a preinstalled application in your Hardware (smartphone, computer or tablet).
- Use our comprehensive dictionary database serving as an additional product feature to the user, individually arranged to fit your needs.
- Of course we can also provide you with the dictionary content for a preinstalled offline app.

APPS INTRODUCTION

- PONS has an extensive app program of over 275 apps across all common operating systems built upon the basis of our many years of experience creating language based learning products.
- From thorough language courses to playful language games, our extensive app program has something for every type of learner.
- We have experience in iOS, Mac OS, Android, Windows 8, Windows Phone and Amazon Kindle. PONS is on the forefront of operating systems.
- Expand or begin your own app program by localizing our apps we have done the heavy lifting and created the quality content. Translate our user surface and re-brand the App for your store for enterprise and customized editions.

INTERACTIVE LEARNING





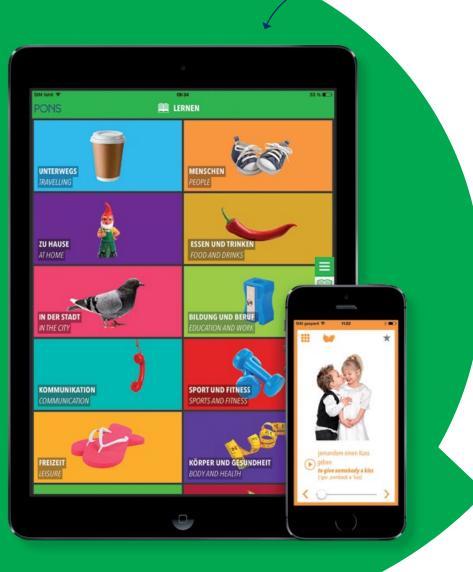
APPS SELF STUDY: Language Course

FOR BEGINNERS AND RETURNING LEARNERS (A1/A2)

- An awarded course: offering high quality on the basis of years of experience creating language learning products
- The perfect language course for gaining basic knowledge or refreshing previously learnt skills
- Including all essential areas: vocabulary, grammar and communication
- Many interactive and entertaining games including audio and a mini dictionary

DUTCH	iOS	PORTUGUESE iOS
ENGLISH	iOS, Win8	TURKISH iOS
FRENCH	iOS, Win8	
GERMAN	iOS	Spanish world rights sold
ITALIAN	iOS, Win8	Russian world rights sold

LEARNING WITH DIFFERENT SENSES



APPS DICTIONARY: Visual Dictionary

EVERYONE LOOKING FOR A SMARTER, VISUAL WAY TO LEARN

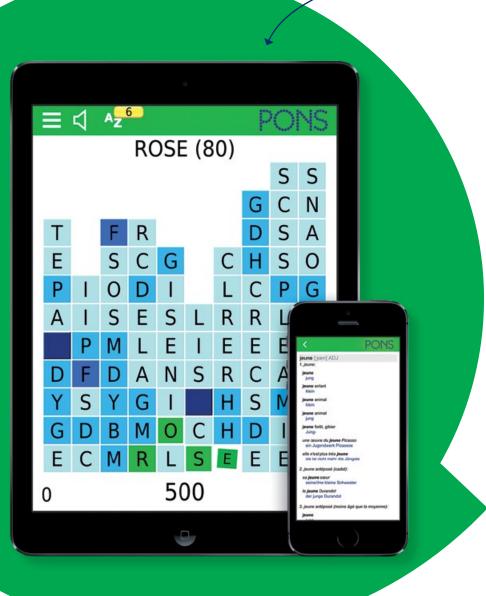
- Learn with images and audio: the visual dictionary engages multiple senses to learn new vocabulary interactively.
- A dictionary in pictures: Over 15,000 words, translations, audio files, images and photos to be viewed, heard and learnt.
- Words are learnt in their correct context through a logical structure of 13 essential topics on everyday life.
- Localising this app is particularly easy because the data is already available in the following langauges...

ENGLISH	iOS, Android
FRENCH	iOS, Android
GERMAN	iOS, Android

ITALIAN SPANISH

iOS, Android iOS, Android

PLAYFUL LANGUAGE LEARNING



APPS ENTERTAINMENT: SpellFlash

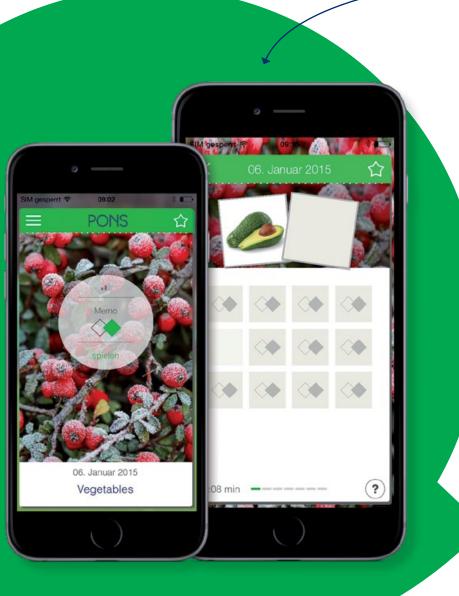
FOR PEOPLE WHO ENJOY WORD GAMES AND WANT TO IMPROVE THEIR VOCABULARY

- The perfect combination of brain teasers and learning languages. Who said learning and keeping up a language isn't fun? With SpellFlash you can pass your waiting time and even be productive.
- The game's objective is to form the longest possible words. The longer the word conjured up, the higher the number of points won. Find words, collect points and get the top score!
- Between 40,000 and 120,000 words are waiting to be found in each language!
- The metalanguage is already programmed for the following languages, but adding another is easy...

ENGLISH	iOS, Android	ITALIAN	iOS, Android
FRENCH	iOS, Android	SPANISH	iOS, Android
GERMAN	iOS, Android		

LEARNING IN A DAILY DOSE





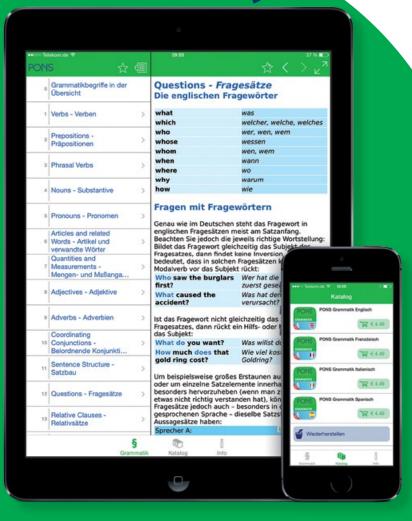
APPS ENTERTAINMENT: Language Calendar

ALL LANGUAGE LEARNERS WHO ENJOY WORD GAMES AND WANT TO IMPROVE THEIR VOCABULARY

- A daily dose of language learning and culture will assimilate the learner particularly well to a foreign language through regular contact.
- For polishing up your language skills in an uncomplicated and entertaining way. The perfect blend of language training and cultural information – gain new insights of a country and learn the language while doing so.
- Data is fed in to the app through an XML back-end server, making localising this app particularly easy

ENGLISH	iOS, Android	ITALIAN	iOS, Android
FRENCH	iOS, Android	SPANISH	iOS, Android

GRAMMAR EASILY UNDERSTOOD



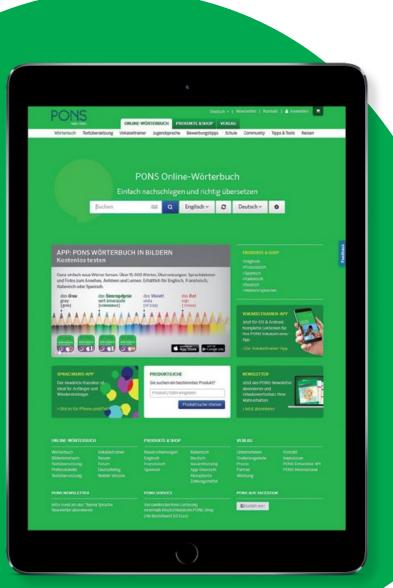
APPS SELF STUDY: Grammar App

ALL LANGUAGE LEARNERS WHO STRUGGLE WITH GRAMMAR

- Learn grammar in no time with this perfect grammar basis.
- The most important fact put together in a short summary, including easily comprehensible explanations and many helpful examples.
- Metalanguage is German, but it is easy to add another one
- Grammar content may be adapted to your language, or you can include your own content

ENGLISH	iOS	LATIN	iOs
FRENCH	iOS	SPANISH	iOS
ITALIAN	iOS		





PONS GMBH GET IN TOUCH

Stöckachstraße 11 70190 Stuttgart

www.pons.com/international

<u>u.keppler@pons.de</u> +49 (0) 711 89462 120 +49 (0) 711 89642 159