



English-Time received “The Best English Learning Product Award” (By TVB Brands Awards 2008, Hong Kong)

Following is the translation of the Chinese article on English-Time, based on an interview with Trevor, and published in TVB weekly magazine:

The best interactive multi-media English program:
English-Time by Educational Technologies

Gives your child a fun-filled and diversified English learning experience

“I find it most gratifying when a child learns to speak English fluently from *English-Time* and is able to have a conversation with me in English”, confessed the Managing Director of Education Technologies, Mr Trevor Lunn. It is therefore no wonder that *English-Time* got voted the best English learning product.

A joint effort of multi-national professionals **A product hugely popular in Asian families**

With 45 years in publishing Educational Technologies has been expert in creating home learning products for children and promoting home education. In the year 2000 Trevor led a 100-strong team of educationists, producers and editors specialized in English language learning to create a home learning series tailored especially for Asian children of age 0 to 12. The result of US\$3 million investment and 3 years of hard labor was an English Language home learning product, which became hugely popular in Hong Kong, Taiwan, , Korea, Thailand, and Indonesia. Parts of the series have been adopted by some kindergartens and primary schools in the English learning curriculum.

Key to success: Know your market

According to Trevor, the key to success is simple. “We set out earnestly to find out what the market wants and are constantly seeking the opinion and feedback from customers. All our product development is driven by the needs of the market. Our presence in Hong Kong gave us a better understanding of the local education system, of the aspirations parents here have for their children, and of the language standard required in this city. Our edge over products developed in other countries is that we know what difficulties local children have to go through learning English as a second, or even third language.

The production team comprised professionals from all over the world. Trevor himself had worked in Europe, Singapore, and the Philippines before settling in Hong Kong years ago. He knows the problems of learning English faced by both children and

their parents. First and foremost a product has to work. Hong Kong consumers are astute and parents do compare products before they buy. When they find that their children enjoy using English-Time and have actually learned to speak English fluently from using it, they are generous in their support of the product.

A multi-media channel to improve English

English-Time stands out from other English learning products with its multi-media format that integrates reading, writing, listening, speaking and interesting practice into one multi-dimensional and fun-filled learning environment to engage the child in applying a difficult and foreign language to daily life. “The *English-Time* program of learning weaves around characters on an amazing adventure in a virtual cyber world. Through watching the clay-mation (clay animation) characters’ adventure on DVDs a child achieves an active vocabulary of 1500 English words while enjoying the story. The story brings out 64 songs especially written for the program. The songs are catchy and easy to learn. Through singing the songs, a child can easily learn English phrases by heart. Trevor explained how the program is organized to improve a child’s reading through pictures books, interactive games, step-wise practice and online tests, and a voice machine for the child to learn and practice pronunciation. The comprehensive learning series is a 10-grade program for children to advance to more complex levels of English in a structured way.

Trevor pointed out that it can take a child at least 2 years to complete the program. Parents should not try to push their child to complete it within months. Otherwise, the child will lose the fun and interest in learning English. Fun and diversity, the key features of *English-Time*, are exactly the elements lacking in most school curriculum, and exactly the reasons for parents to vote *English-Time* the most popular English learning product.

Trevor’s demonstration of *English-Time* reminded me just how lucky children are today. Learning English used to mean dry memorizing of the language, whereas the mode of learning with *English-Time* is relevant to daily life and full of fun. It is no wonder that Trevor feels so proud when he awards certificates to children completing the *English-Time* online tests. After all, it is his personal and the corporation’s mission to improve the education of the younger generation.

While we cannot change the policy and direction of the Hong Kong education system, with English-Time parents do have the option to provide excellent additional home learning materials to help their children achieve a better level of English language ability.