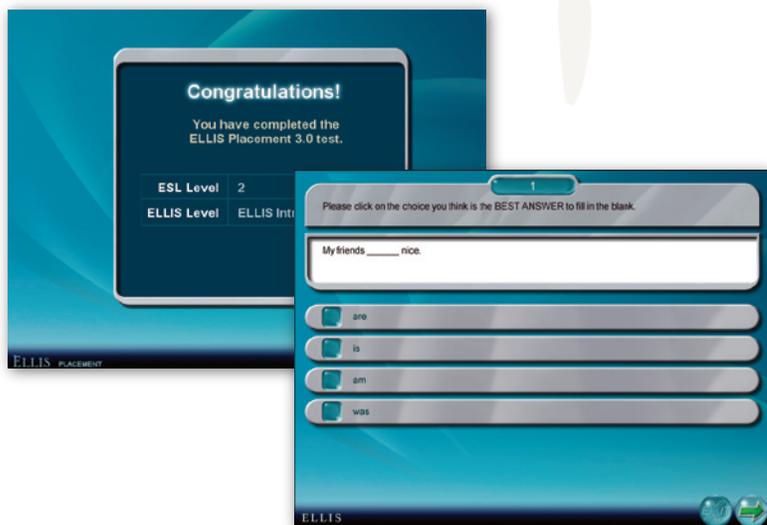


ELLIS Placement™ 3.0

ELLIS Placement, a state-of-the-art, computer-adaptive testing program, gauges each learner's abilities and places them within the ELLIS suite of products.



"ELLIS is revolutionary."

— MULTIMEDIA TODAY

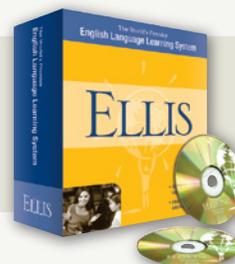
One of the greatest challenges of ESL instruction is the initial student evaluation. Every learner has strengths and weaknesses, and conventional testing methods are time-consuming.

ELLIS Placement helps take the guesswork out of identifying learners' needs by placing them within the ELLIS curriculum. Placement can also be used as a stand-alone testing instrument.

Each test is randomly generated from hundreds of questions per skill. Depending on the learner's response to each question, ELLIS Placement adapts its level of difficulty to match the learner's ability. This automatic, adaptive method reduces the frustration students feel when tested outside their skill level, shortens the time needed for assessment, and yields more accurate and reliable results.

ELLIS™

English training
software



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ELLIS Academic 3.0 Suite Features

Enhanced Content

- New products for learners at all levels
- Integrated skills foundation
- New in-depth, tutorial-based lessons
- Macromedia Flash animations
- Voice recording and comparison
- Native language support in dozens of languages
- New accent reduction tools
- Interactive role-play
- Interactive photo dictionary
- Detailed quizzes and tests
- Enhanced, integrated help feature
- New computer-adaptive placement test

New Management and Reporting Tools

- Correlations to district, state, and national standards
- Help-at-a-Glance cards
- Certificates of Completion
- Parent Letter Templates (pre-translated in dozens of languages)

Improved Instructor Utilities

- Tracks student progress
- Measures student achievement and proficiency gains
- Allows creation of individual student / class learning paths
- Increases teacher control options

New Supplementary Materials

- New ELLIS Intro Course Books and Listening CDs
- Additional Web-based reading and writing activities
- Student Workbooks and Instructor Guides

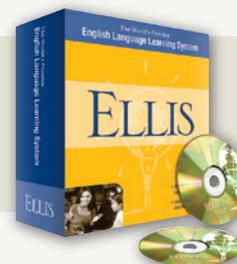
New Technology Enhancements

- Available on Mac OS
- Internet-capable Instructor Utilities

With hundreds of hours of instruction, ELLIS Academic 3.0 combines digital audio and video, voice recording, role-play, and native language support to create an engaging, research-based environment for every level of English language training. ELLIS Placement is part of this complete, enhanced ELLIS solution for teaching and learning the English language.

After gauging each learner's range of proficiency, Placement assigns the learner to one of twelve levels and suggests the ELLIS product that best suits each learner's needs. Instructors can administer the test to an unlimited number of students at no additional cost. ELLIS Placement:

- Adapts to all student levels
- Provides quick results
- Tests vocabulary, listening comprehension, and grammar
- Identifies students' strengths and weaknesses
- Shows individual student gains
- Places learners within the ELLIS curriculum



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