



Word Engine

powered by **lexica™**

Presented to:

G-Startup Competition

April 27, 2011

Presented by:

Guy Cih, CEO

Lexica Corporation
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Shibuya-ku, Tokyo 150-0002
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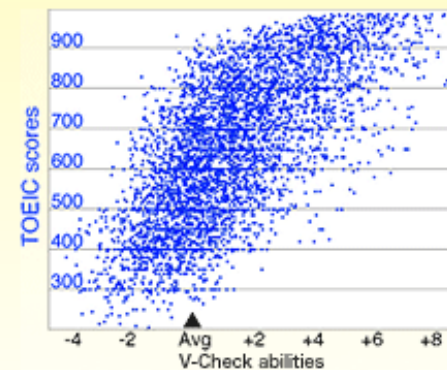
NUCB
NAGOYA UNIVERSITY OF
COMMERCE & BUSINESS JAPAN

Nagoya University of
Commerce and Business

Independent university research shows... ALL students who reached 97% vocabulary coverage scored higher on their next exam.

97%

The graph on the right compares the TOEIC[®] scores of 4,750 students with their V-check abilities. High V-check abilities correlate strongly to higher scores on the TOEIC[®], but how much vocabulary do you need to improve your score?? Independent university research shows that students who use Word Engine to learn at least 97% of the words commonly used on the TOEIC[®] score higher the next time they take the test. According to this research, mastering 97% of common TOEIC[®] vocabulary through Word Engine reliably leads to significantly higher TOEIC[®] scores.



97% coverage is the lexical tipping point for full subject comprehension.

Word Engine

High Speed Vocabulary Learning System

English | 中文

[Home](#) | [FREE V-Check](#) | [How it works](#) | [FAQ](#)

Username

guytest

Password

••••••

[Log In](#)

[Forgotten your password?](#)

[New User? Register Here >](#)

Improve performance and confidence!

FREE

Check your vocabulary ability!

Takes about 5 minutes. Scores appear immediately.

V-Check
FREE



Improve your confidence in business.

Score higher on exams!

Latest research shows that in order to reliably score higher on exams such as TOEIC[®], you need to know at least **97%** of all the vocabulary. Word Engine is the fastest way to learn up to 99% of the vocabulary required for the important subjects you need to get ahead.

Course List

99% of vocabulary required for each subject. Choose your course.

 Gaokao

 Zhongkao

 TOEFL

 TOEIC

 Business English

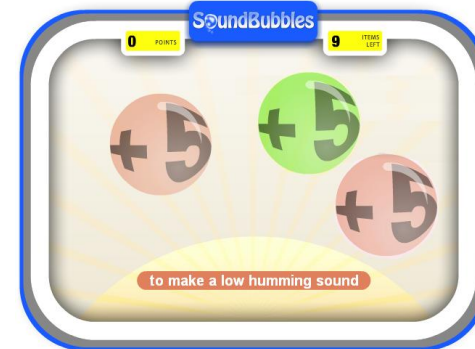
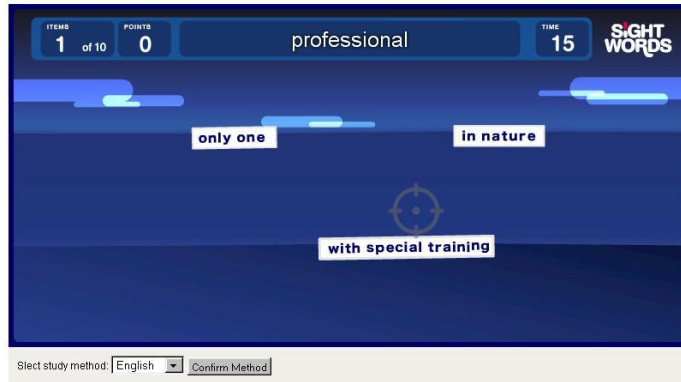
 Advanced English

 Basic English

Word Engine

High Speed Vocabulary Learning System

SightWords - Focus on Visual Speed



Special apps teach correct meanings, pronunciation and spelling.

How fast?



210 words per hour!

Word Engine

High Speed Vocabulary Learning System

CHOOSE A COACH TO GUIDE YOU



Flashcards

恭喜你!

Study Report

学习数据

正确答案数
10 /

课程时间
1 min 7 s

速度得分
这次的课程
35

个人最佳成绩
35

日本用户的平均
26.6

CONGRATULATIONS!

已经学完所有新单词了。您辛苦了。但是，真正的挑战现在刚刚开始。终极的目标是完全掌握所有的单词。再加一把劲，努力吧！

OK

目标结束日期
2011/03/24
变更

最终目标
85
完全掌握还有85词!

已掌握单词
0

新课程 复习 到我的页面

Word Engine

High Speed Vocabulary Learning System

Learning Management System


Lexica V-Admin グループ管理ツール (Beta) こんにちは Risa-Senseiさん [ログアウト](#)

? ヘルプ 日本語

センター試験英単語 アドバンス英単語 大学生ベシツク 無料お話しコース TOEIC英単語 英検3級英単語 TOEFL英単語

| 氏名 | 学籍番号/社員番号 | 最初のスコア | | 現在のスコア | | 新たに覚えた単語数 | 学習時間 (時間:分) | | 詳細情報 |
|-------------|--------------|--------|------|--------|------|-----------|-------------|-------|--------------------|
| | | カバレッジ | 単語数 | カバレッジ | 単語数 | | トータル | 一日平均 | |
| Mary Lee | LU-15-0124M | 99.00 | 2672 | 99.00 | 2672 | 0 | 00:00 | 00:00 | 情報 |
| 橋本次郎 | | 99.00 | 2647 | 99.00 | 2649 | 2 | 01:41 | 00:00 | 情報 |
| James Smith | 14-B46 | 23.20 | 74 | 23.20 | 79 | 5 | 00:00 | 00:00 | 情報 |
| 田口次郎 | 1番 | - | - | - | - | - | - | - | 情報 |
| 小泉翔子 | 星組 | 18.42 | 61 | 18.42 | 902 | 841 | 04:17 | 00:01 | 情報 |
| 岡田みき | LB-14-01234G | 62.56 | 429 | 62.56 | 429 | 0 | 00:00 | 00:00 | 情報 |

グループを通知
 マニュアルを印刷
グループを編集
削除



Free system for teachers to monitor student scores and progress.

Word Engine

Username : Liangliang
Test Date : 2011/04/22

[Download](#)

I know **2,058** of the 20,000 most frequent words.

I know 2,058

Average 0

Share scores with friends.

English for Specific Purposes

[Sina Weibo](#)

[Baidu](#)

[Qzone](#)

| Comprehension is almost impossible | You will need a dictionary | No dictionary needed | Full comprehension |
|---|----------------------------|----------------------|--------------------|
| Gaokao : I know 950 of the 4,298 required words. | | | |
| I know 950 | | | Missing 3,348 |
| No average score is available. | | | |
| Zhongkao : I know 855 of the 2,142 required words. | | | |
| I know 855 | | | Missing 1,287 |
| No average score is available. | | | |
| TOEFL : I know 957 of the 7,501 required words. | | | |
| I know 957 | | | Missing 6,544 |
| No average score is available. | | | |
| TOEIC : I know 933 of the 6,480 required words. | | | |
| I know 933 | | | Missing 5,547 |
| No average score is available. | | | |
| Business English : I know 954 of the 8,742 required words. | | | |
| I know 954 | | | Missing 7,788 |
| No average score is available. | | | |

[Try it Now!](#)

Great Job!
Click
[Try it Now!](#)
to get your missing words.



Free diagnostic test identifies which specific words you are missing.

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High Speed Vocabulary Learning System



中考
高考

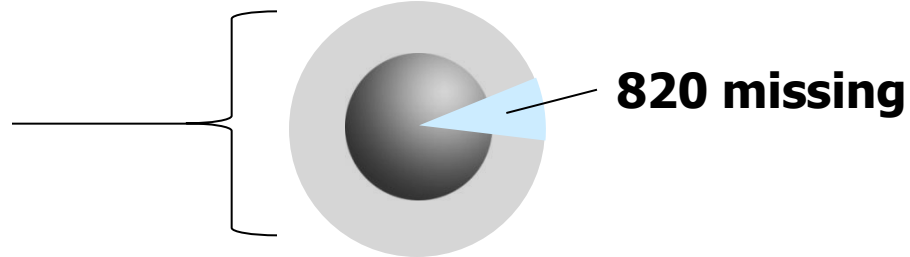
TOEFL
SAT

Our spiders also catalog textbooks and national exams.

高考

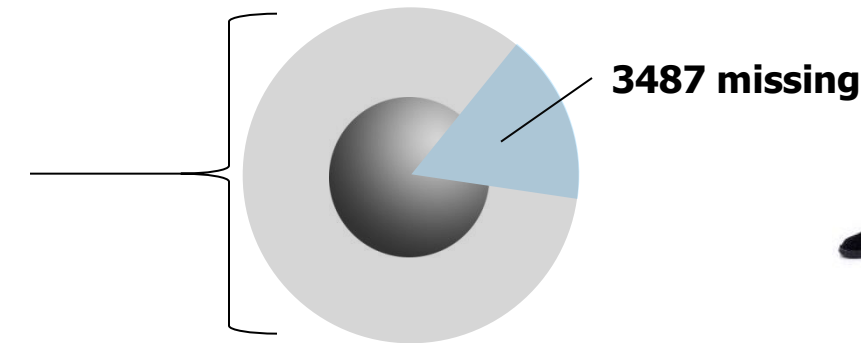
Gaokao

4298 words required



TOEFL

7501 words required



Why study words you already know? It's a waste of time.

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High Speed Vocabulary Learning System

Long-term memory retention

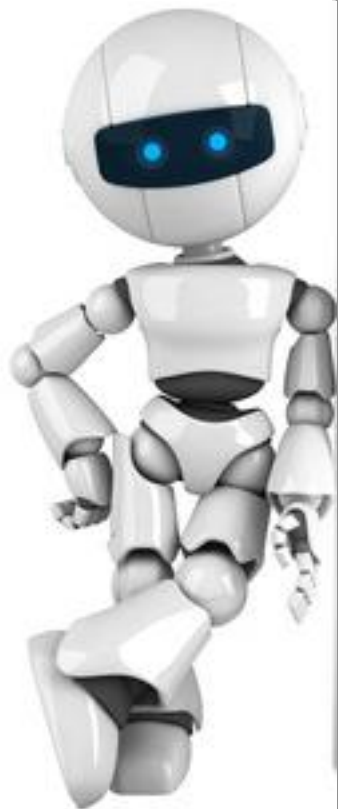


Spaced repetition insures long-term memory retention of new words.

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High Speed Vocabulary Learning System

www.wordengine.cn.com



Course List

99% of vocabulary required for each subject. Choose your course.



Gaokao



Zhongkao



TOEFL



TOEIC



Business English



Advanced English



Basic English



Free Trial Course

学习课程一览

包含了不同目的所必须的重要英语单词的99%。请选择你喜欢的课程！



高考英语单词



中考英语单词



TOEFL英语单词



TOEIC英语单词



商务英语单词



进阶英语单词



基础英语单词



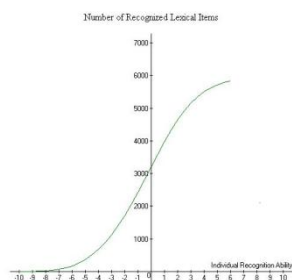
免费尝试课程

Word Engine

High Speed Vocabulary Learning System



Dr. Brent Culligan Senior Scientist



One-parameter Logistic Model

Using the Rasch model, we can calculate the probability of an examinee answering an item correctly with the following formula:

$$P_i(\theta) = \frac{e^{(\theta - b_i)}}{1 + e^{(\theta - b_i)}}$$

where $P_i(\theta)$ is the probability of a randomly chosen examinee with ability θ answering item i correctly.

e is the base of natural logarithms (2.718)

θ is the person ability measured in logits

b_i is the difficulty parameter of the item measured in logits



Della Summers Senior Editor



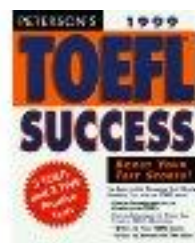
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High Speed Vocabulary Learning System



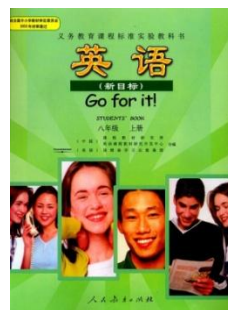
Prof. Bruce Rogers

Senior Testing Advisor



Dr. David Nunan

Senior Academic Advisor



新目标英语
Go For It!

1,000,000,000+

Word Engine

High Speed Vocabulary Learning System

