



bluebird

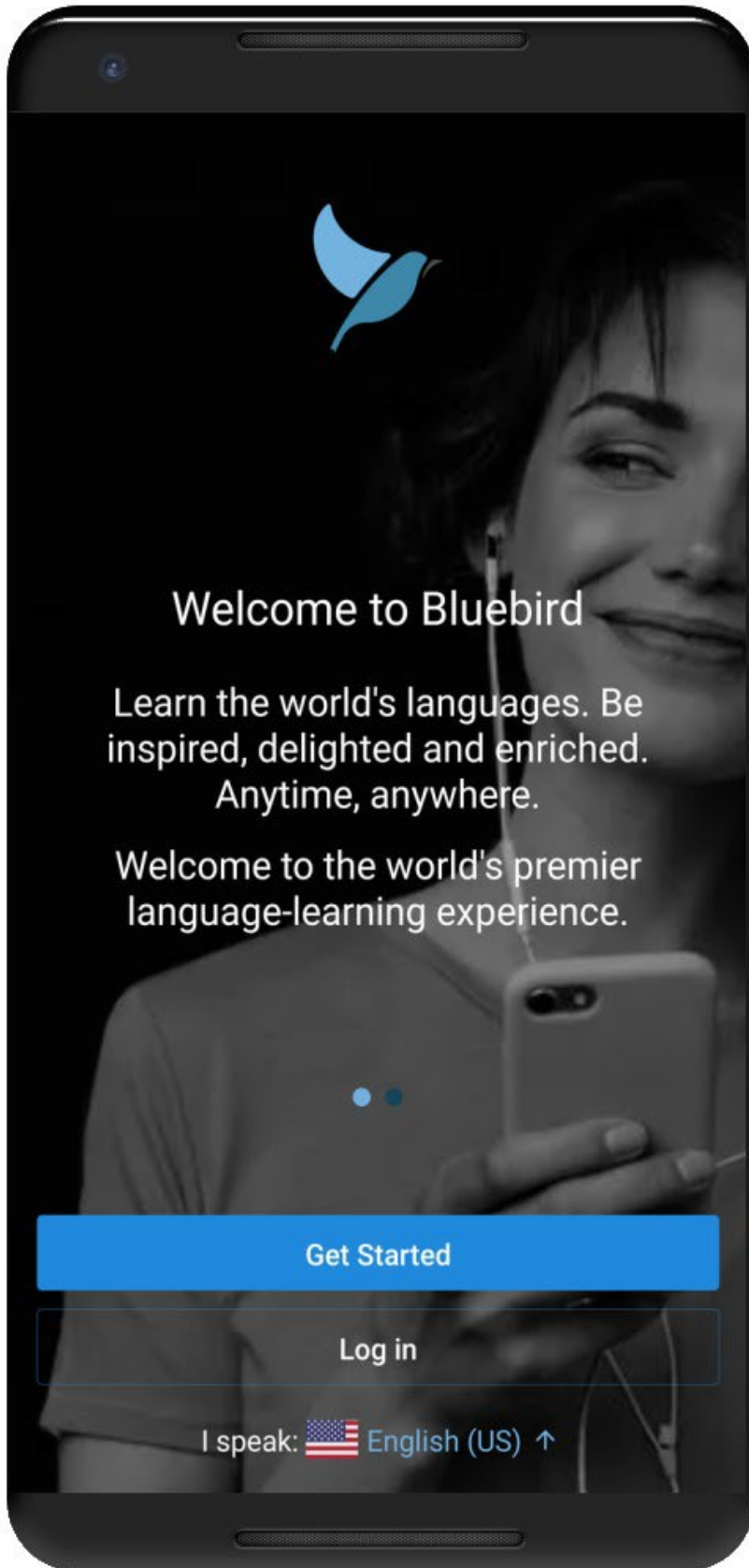
*From*

**pronunciator:**   
Learn a new language!

**Bluebird is a language-learning app for Android and Apple phones and tablets.**

- Learn 163 languages with 12.6 million interactive audio lessons – plus unlimited personalized courses.
- Bluebird has the largest collection of audio language lessons in the world, with 12.6 million audio lessons and 6.3 million hours (720 years) of content.
- Bluebird is over three times the size of the entire Audible.com library.
- Bluebird teaches 163 world languages (covering 98% of spoken languages) with lessons narrated in any of 146 languages.
- Bluebird for Libraries enables free access via a simple PIN code at registration time. Library users get full, premium access to all Bluebird content and functionality.
- Each lesson has: studio-quality audio; timecoded subtitles; timecoded photos that illustrate each instructional phrase; phonetic text option; indication of noun gender and articles when relevant; scored quizzes; and five playback speeds.
- Personalized audio courses can easily be created based on the user’s occupational or personal interests. Each personalized course comes with a custom PDF study guide.
- Lessons are automatically stored and can be played offline.
- Unlimited access is available; your lessons will be available no matter how many other Library patrons are logged on.

# How to Use Bluebird



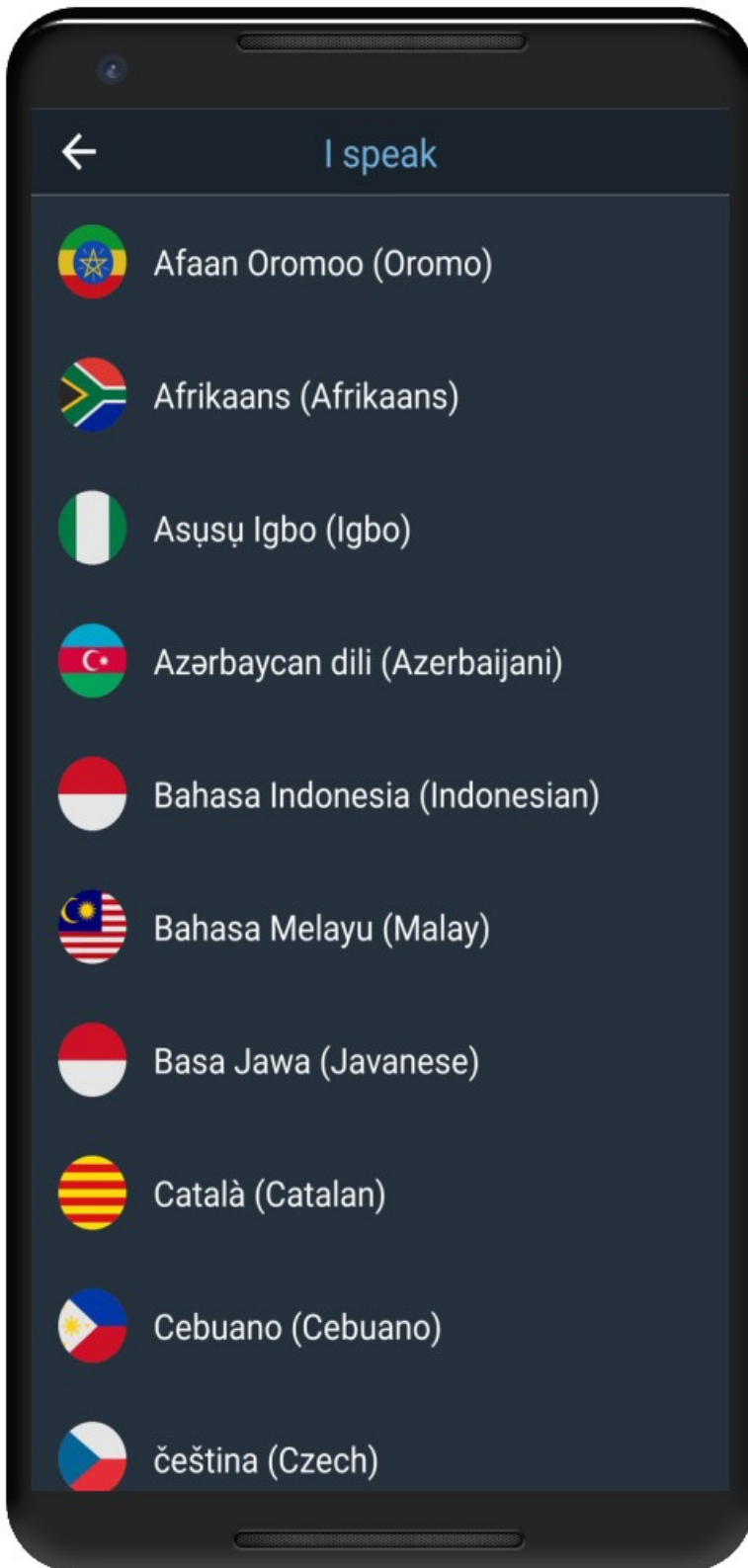
## Startup Screen

Here you can register or log in.

Bluebird keeps you logged in between sessions, so you don't need to log in unless you manually logged out.

Library users get all the same premium content that individual subscribers get!

<<< You can change the language you're starting from here if desired. There are 146 interface languages available!

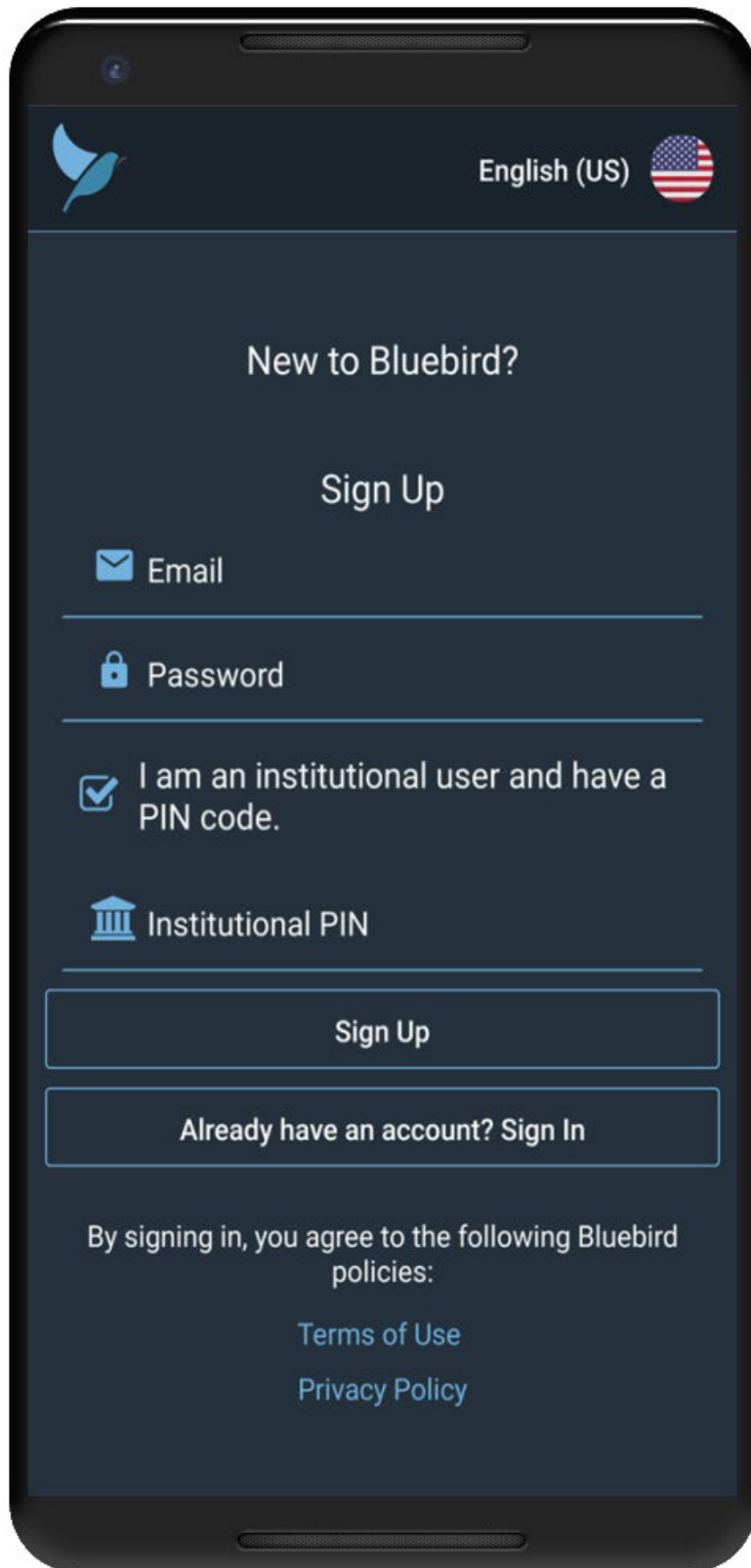


## Interface Language Selection Screen

You can learn any of the 163 languages that Bluebird offers with narration and translations in any of 146 languages.

That means nearly 24,000 language permutations are possible (Afrikaans to Catalan, Czech to Korean, etc.)

**Fun fact:** There are 8 flavors of English available, both as learning languages and interface languages: American, Australian, British, Canadian, Indian, Irish, New Zealand and Scottish.

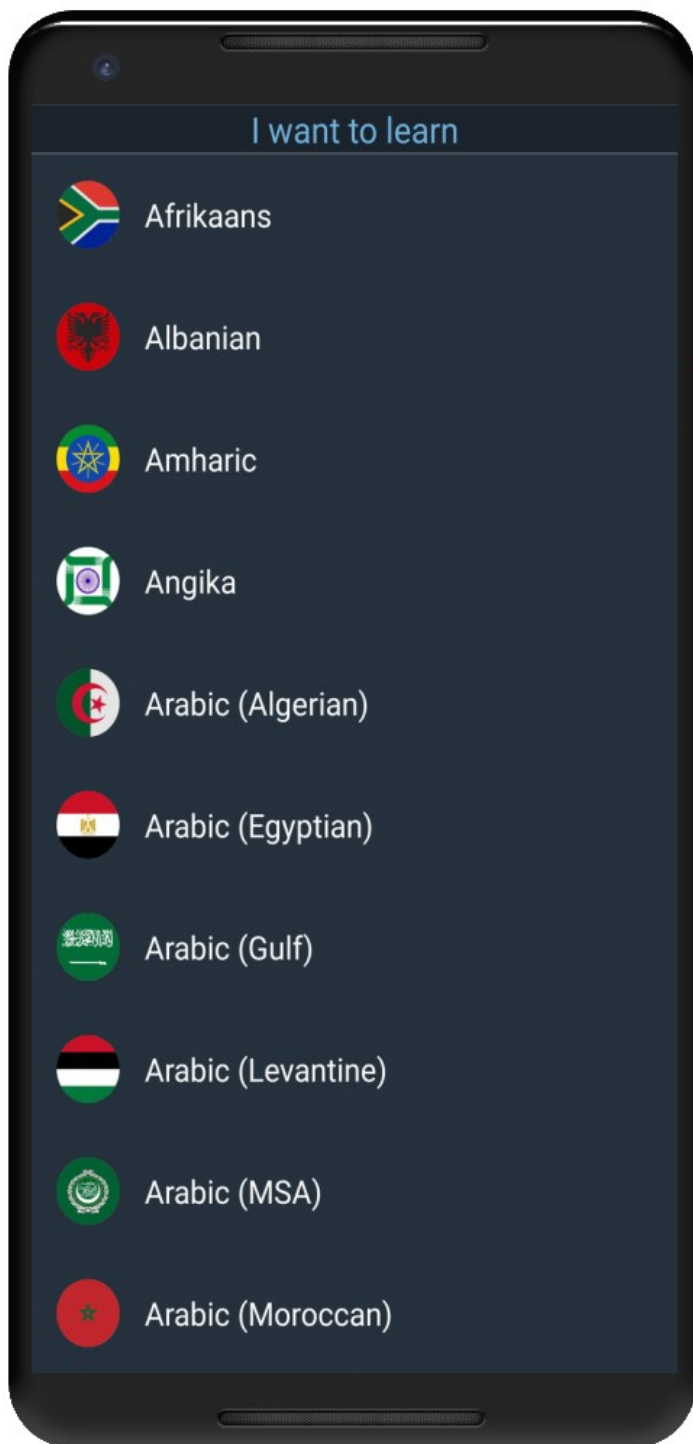


## Sign Up Screen

You can register quickly and easily by inputting an email address, password, and **your library card number as your “institutional PIN.”**

- Enter **your entire 14-digit library card number with no spaces** as your “institutional PIN.” The app may tell you that your PIN is incorrect as you enter digits but once you enter the entire card number, it will accept it.
- **Be sure to check the box “I am an institutional user and have a PIN code.”**
- **A fake email can be entered for those who do not have an email address.**

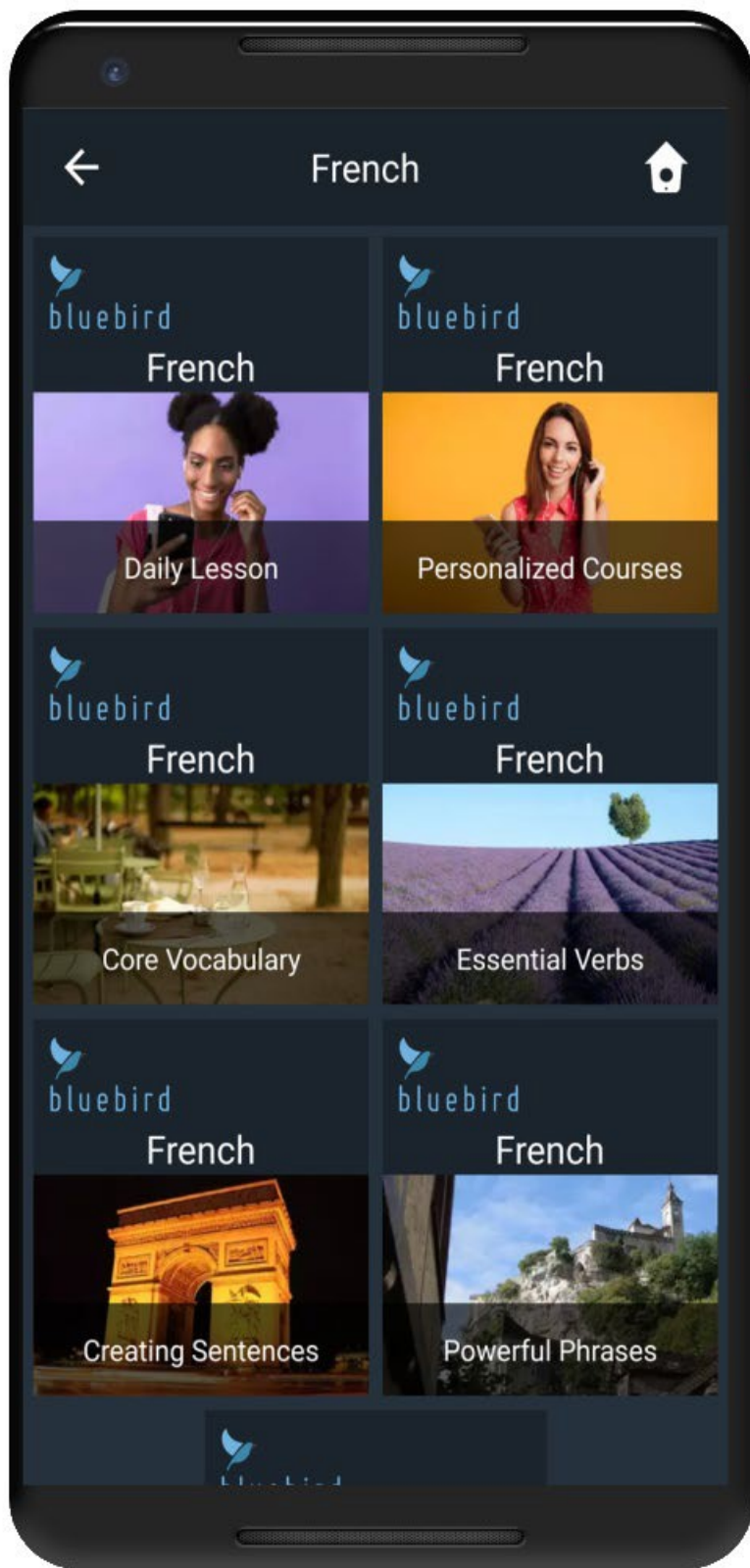
Once signed up, you’ll have full and free access to Bluebird for the duration of your subscription.



## Language Selection Screen

After sign-up, you are shown the list of languages to learn. There are 163 languages to choose from (the largest selection in the world).

**Fun fact:** Each language has an average of 338 hours of pre-recorded audio lessons available per narration language. That's about 2.5 years worth of 30 minute lessons, five days a week.

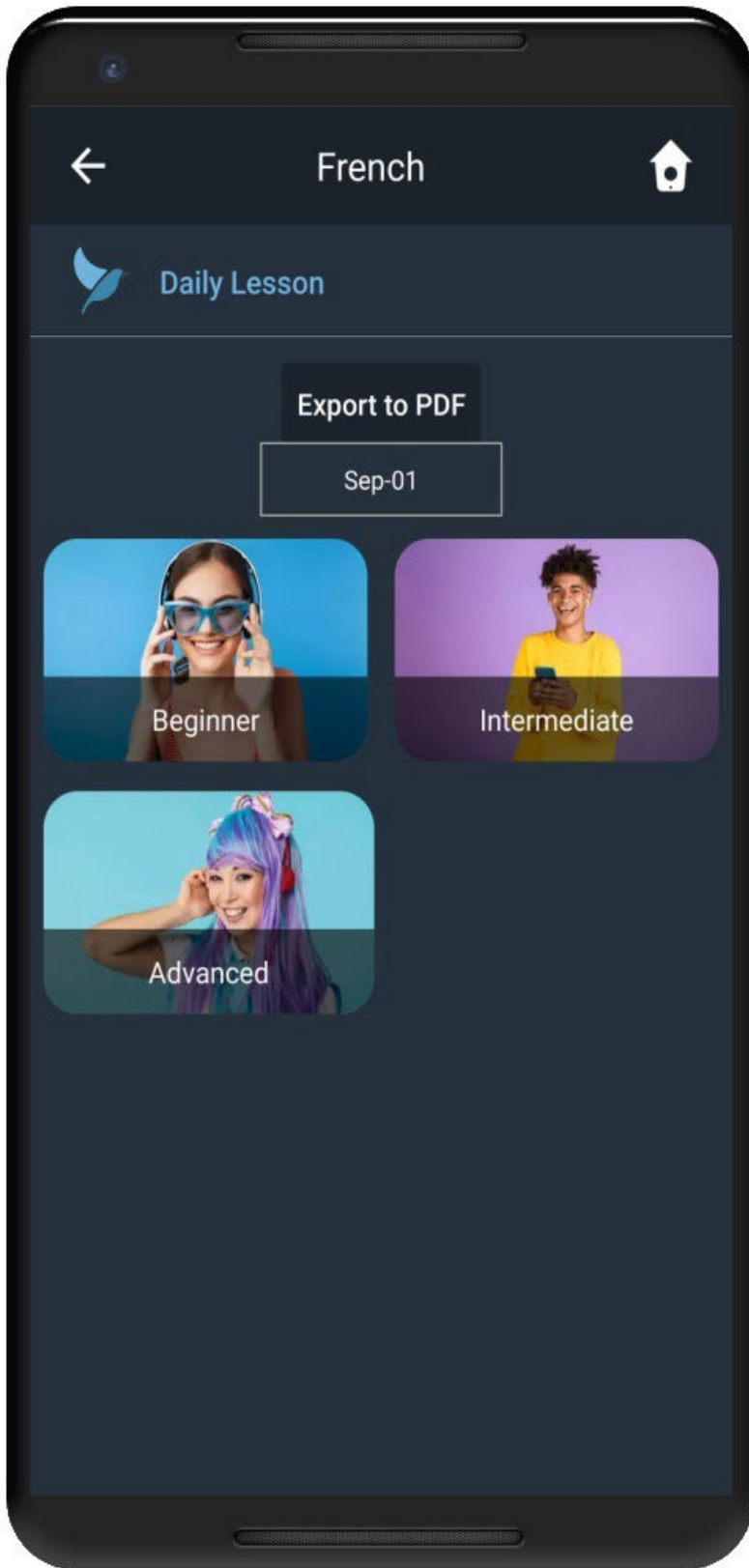


## French Activities Screen

I've selected French as my language to learn. This screen shows the various main activities I can do: Daily lessons, Personalized Courses, and five large language-learning levels (Core Vocabulary, Essential Verbs, Creating Sentences, Powerful Phrases, and Conversation).

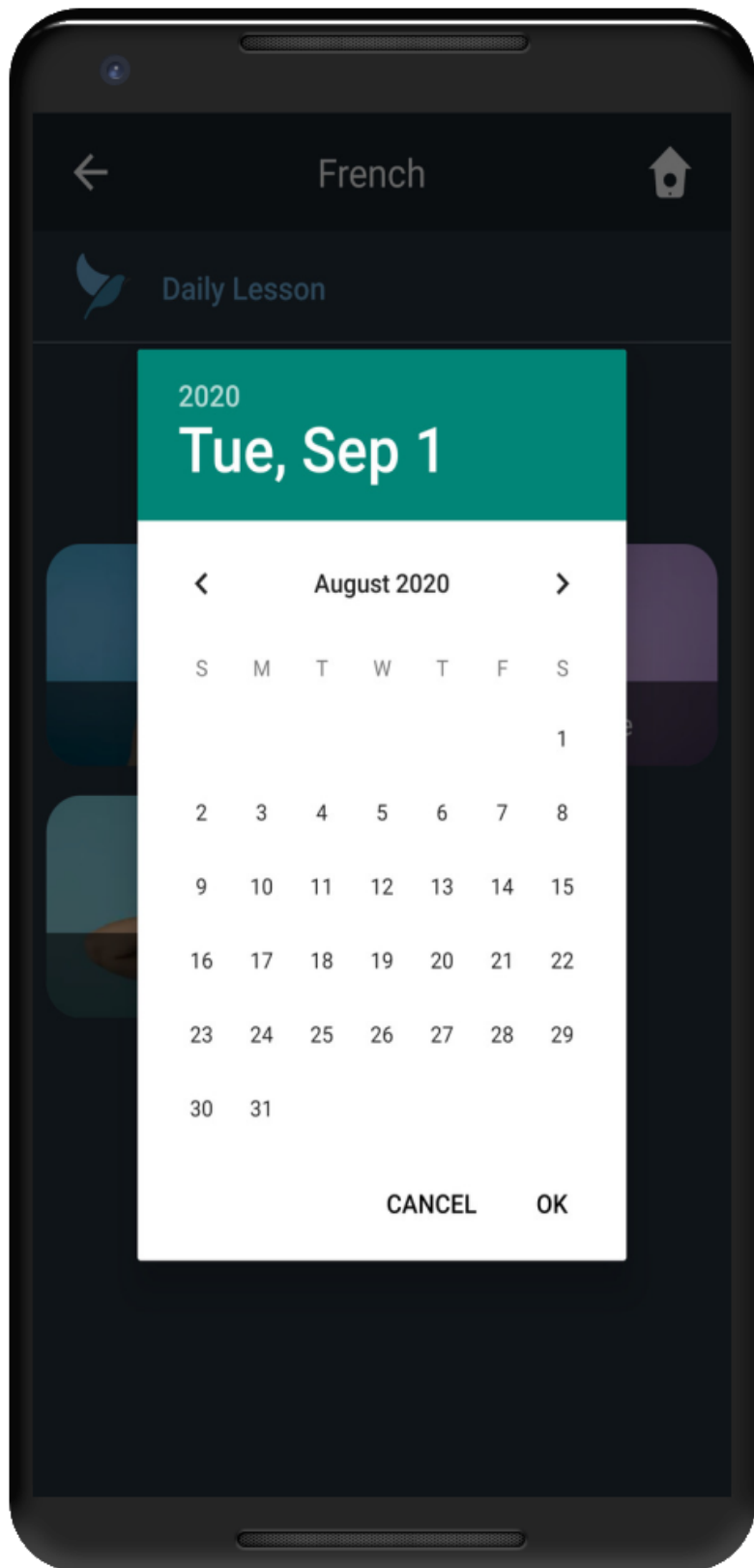
The French course, like most others, contains 10,000 instructional phrases that are taught via 338 hours of pre-recorded audio.

**Fun fact:** The unabridged audiobook of "War and Peace" is 61 hours long. Bluebird's French course is 5.5 times longer than that. Take that, Tolstoy!



## Daily Lessons Screen

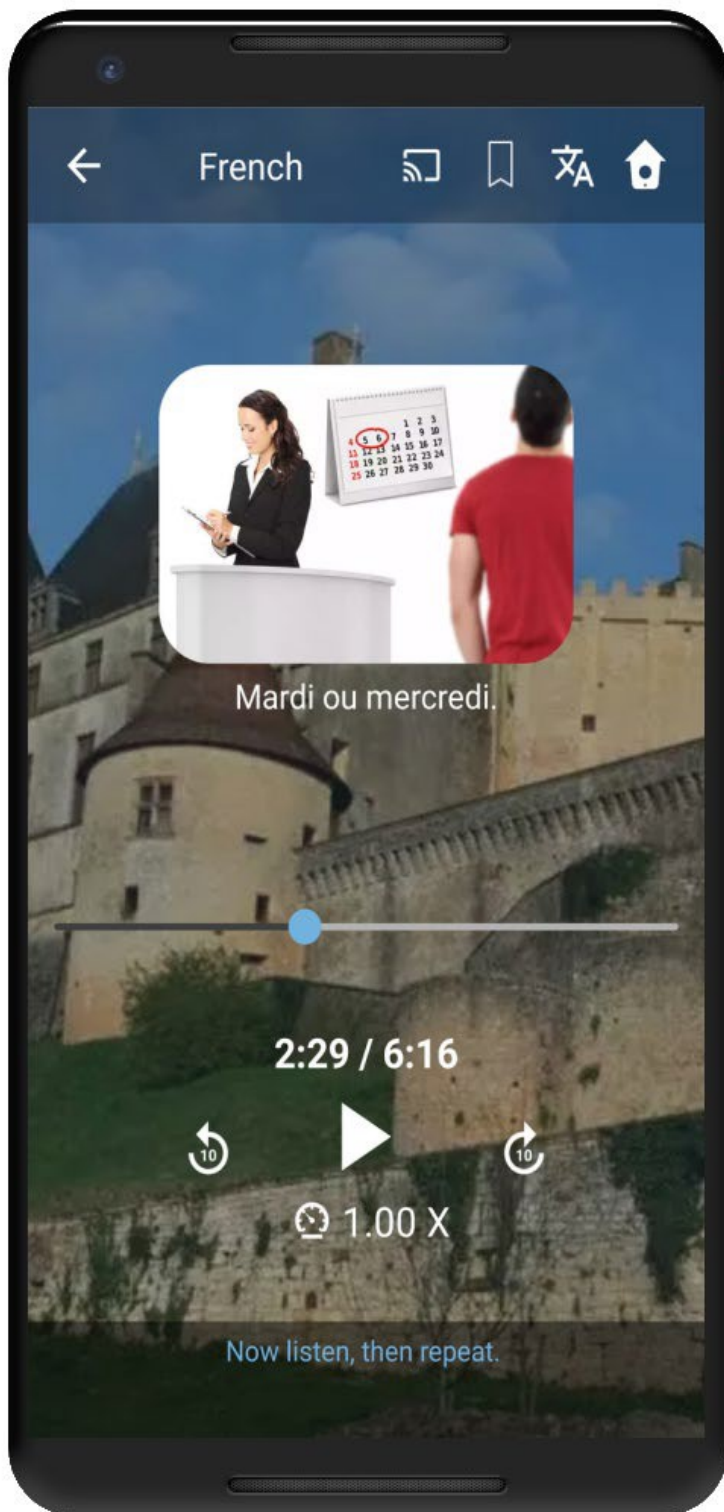
Each day has short warm-up lessons available for beginner, intermediate and advanced learners in most languages.



## Daily Lessons Calendar Screen

You can click on the date label and pull up a calendar, which lets you do daily lessons for any time in the past year, as well.



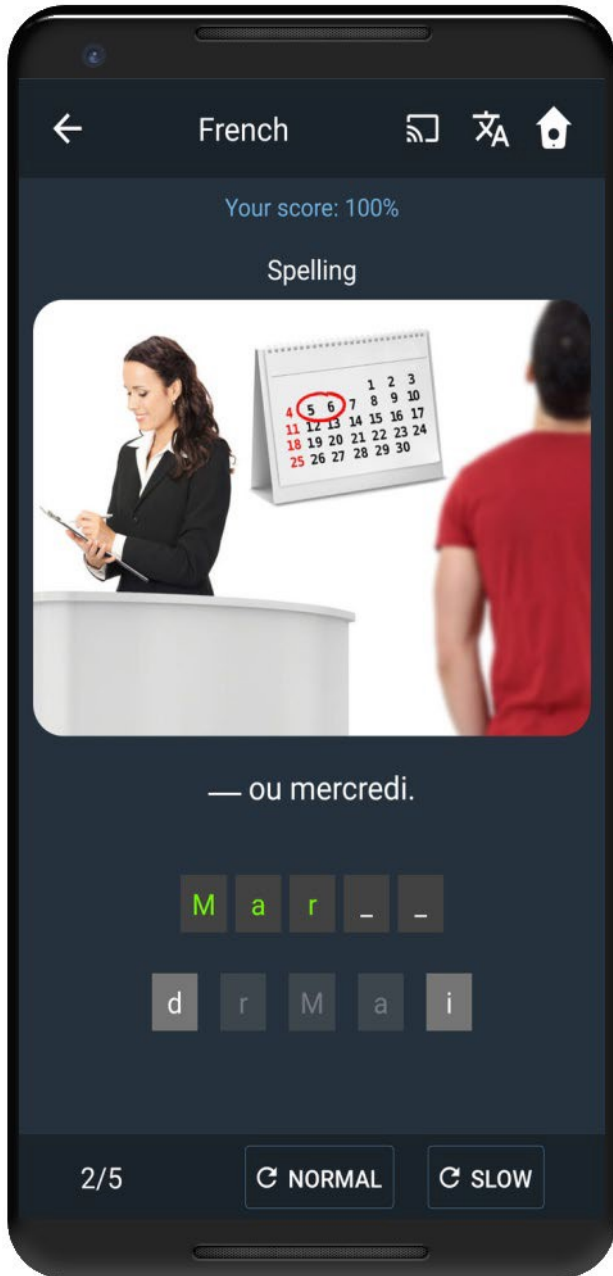


## Daily Lessons Audio Lesson Screen

Here is an audio lesson for one of the Daily Lessons.

Notice how the narration, learning text, and photograph are all time-coded. Most people like the experience to watching an interactive video.

Note, too, how you can cast the audio to a smart speaker like Google Home; bookmark the lesson for offline use; change the display text to phonetic text; change the playback speed (slower or faster); and jump back or ahead in 10 second increments.



## Quizzes

Each audio lesson in Bluebird has a series of fun and challenging quizzes. Your quiz scores are saved.



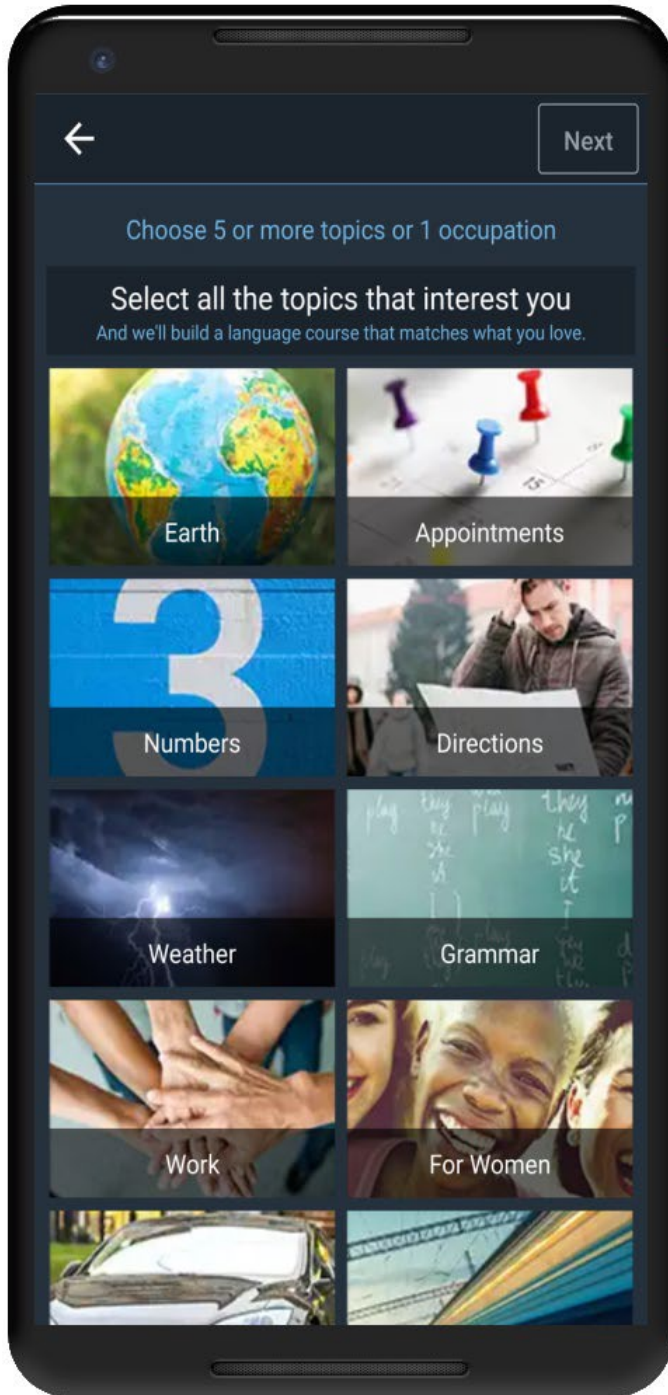


## PDF Study Guides

You can download PDF study guides for your daily lessons (presented as a weekly schedule), and for any Personalized Course that you create.

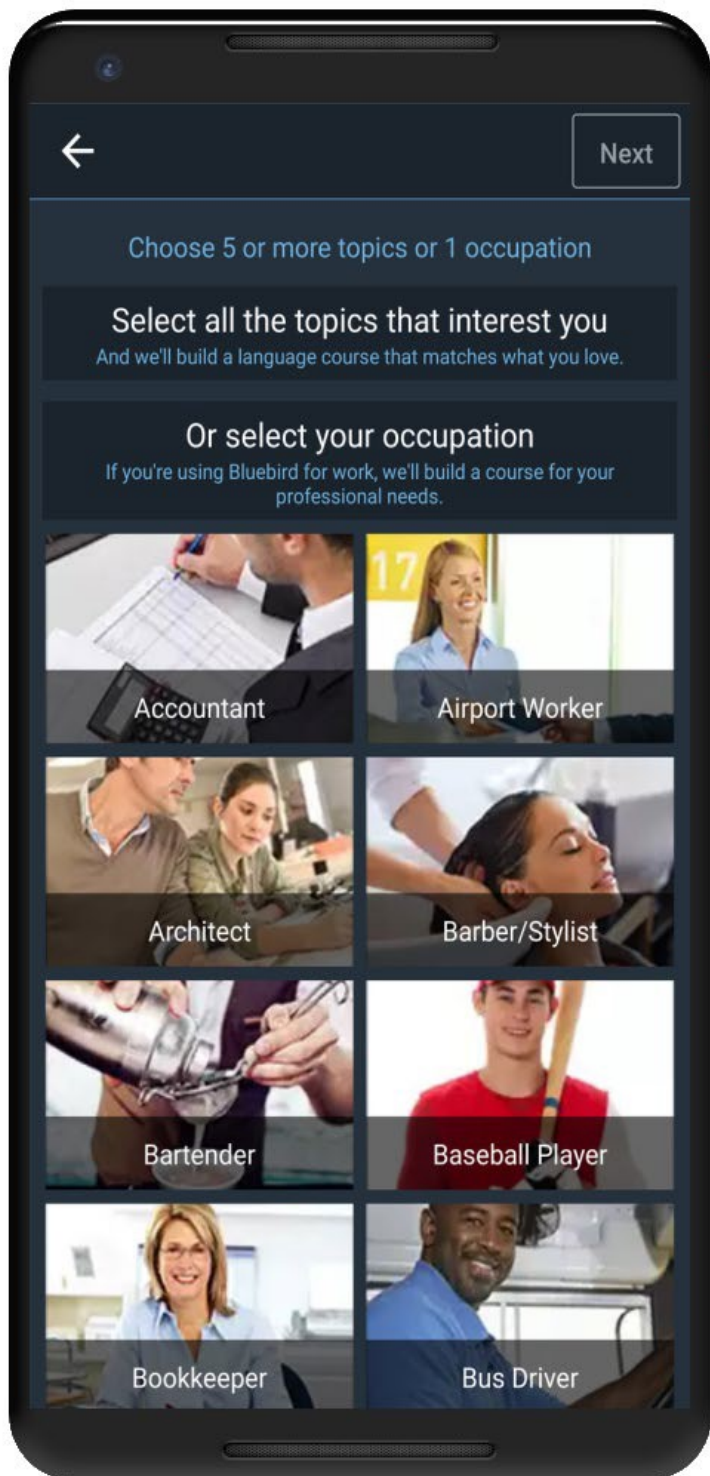
## Personalized Courses: Selecting Your Interests

In addition to its 12.6 million prerecorded lessons, Bluebird lets you create personalized courses based on your interest or occupation. Here's how it works:



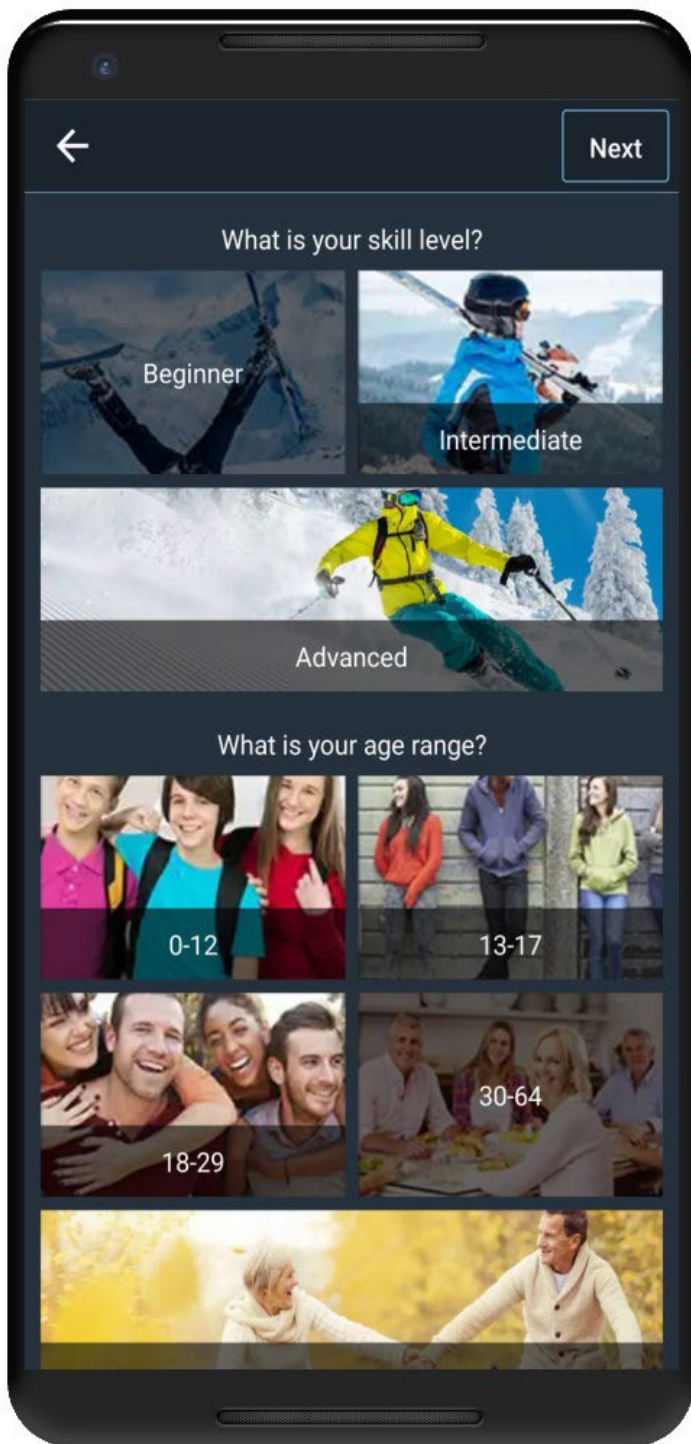
The first step in creating a Personalized Course is to select either things that interest you or what you do for a living.

In the screen to the left, you tap any of 60 possible personal interests. These interests will be used to help build the vocabulary that you will learn in your course.



## Personalized Courses: Selecting Your Occupation

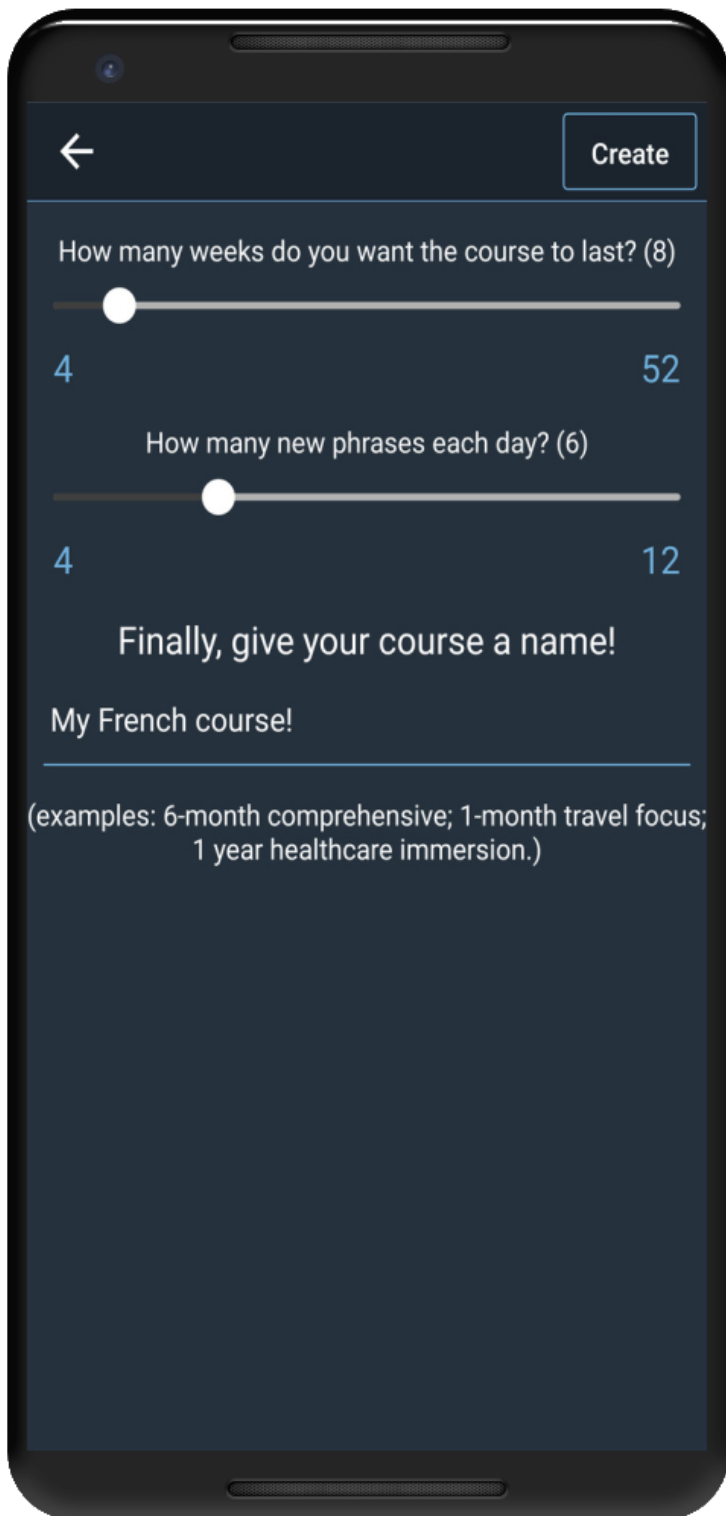
If you want to create a personalized course to help you in your work, instead of selecting your personal interests you simply select your occupation (from 60 possible choices, representing the most popular jobs).



## Personalized Courses: Selecting Your Skill Level and Age Range

You then select your skill level in the language (beginner, intermediate or advanced), and your age range.

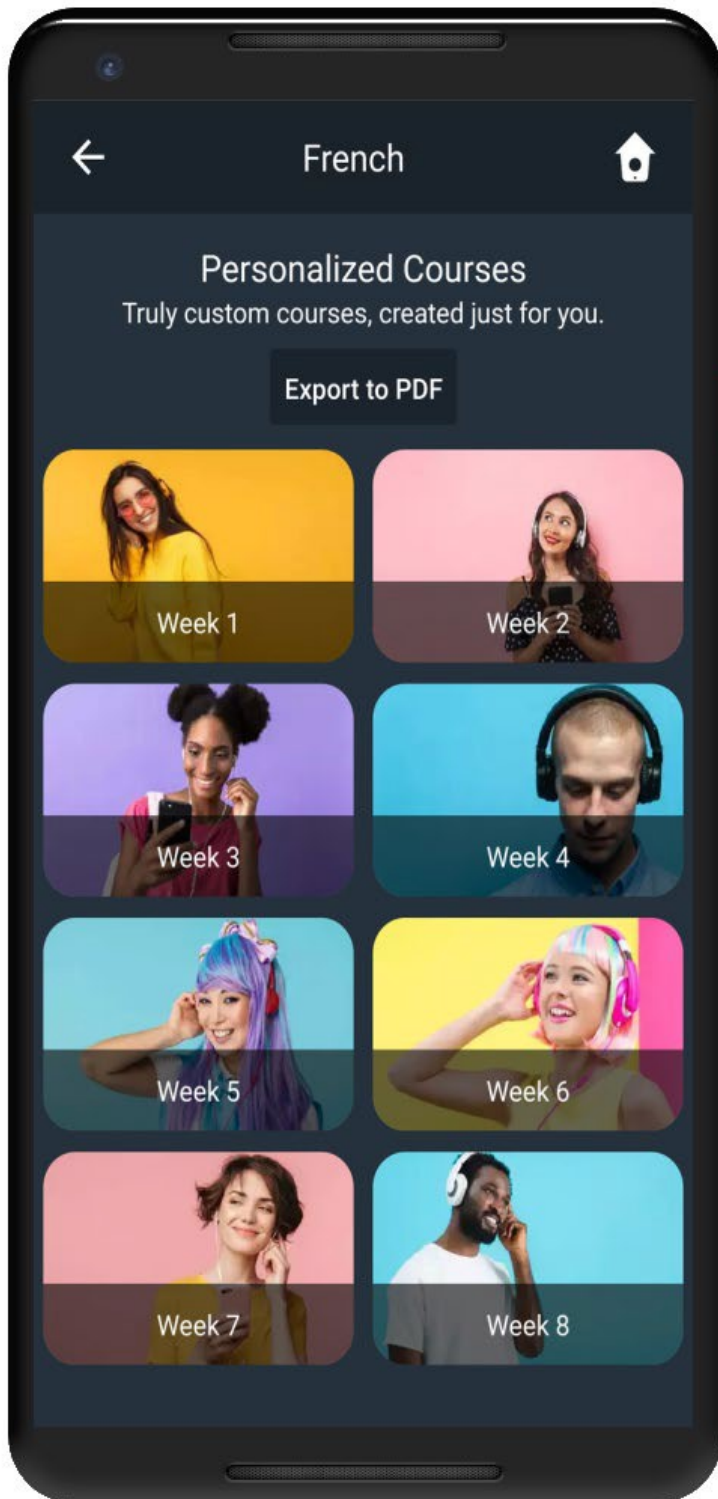
This information will also be used to determine what you are taught in your personalized course.



## Personalized Courses: Final Steps

The final steps in creating your Personalized Course are:

- Selecting the length of the course (from 4 weeks to a full year)
- Selecting the number of phrases you wish to learn each day (from 4 to 12)
- Giving the course a name (You can create as many courses as you like!)
- Tap on “Create” and the course is built within seconds.



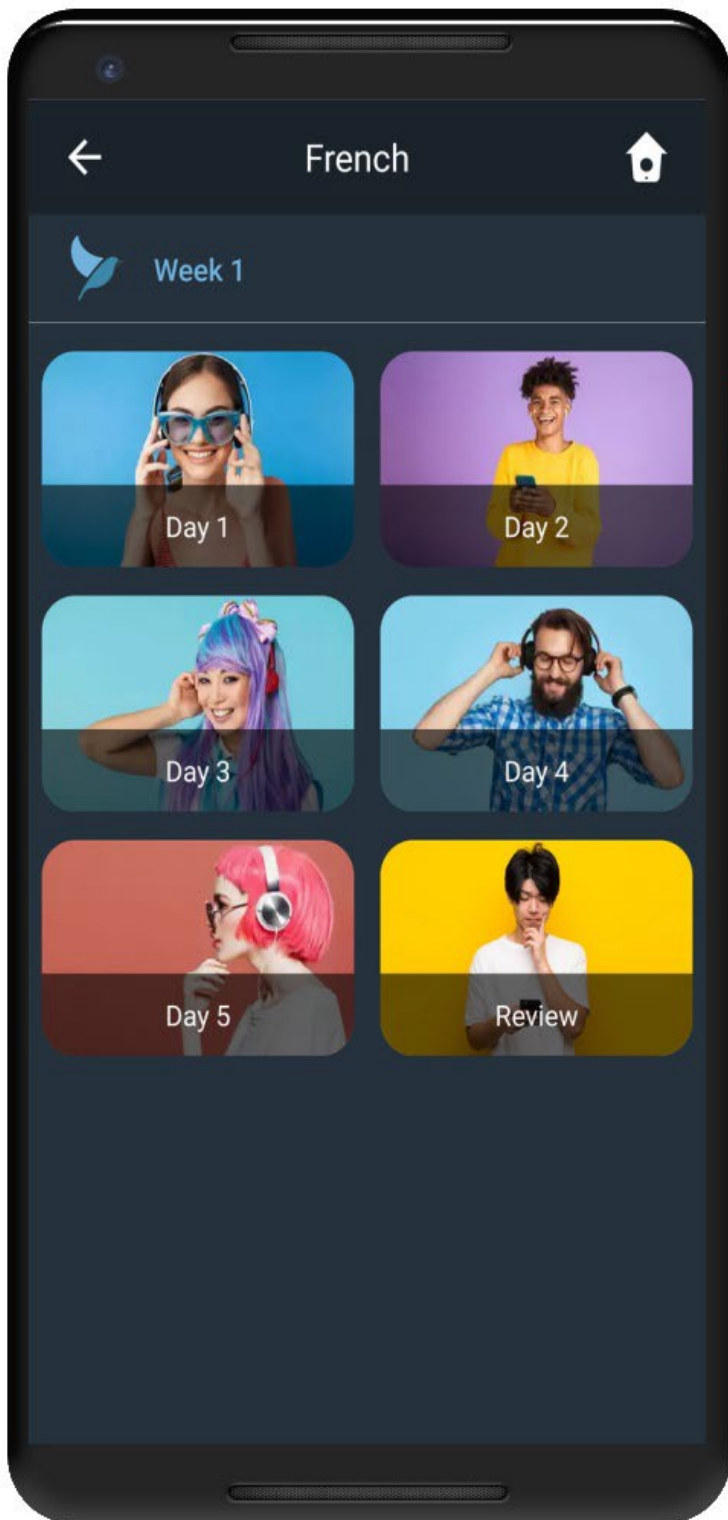
## Personalized Courses: Week View

Here we see the 8-week course that we just created, organized one week at a time.

You can export the entire course as a PDF study guide by tapping the “Export to PDF” button.

**Fun fact:** For a one year course, the PDF study guide would be hundreds of pages long!





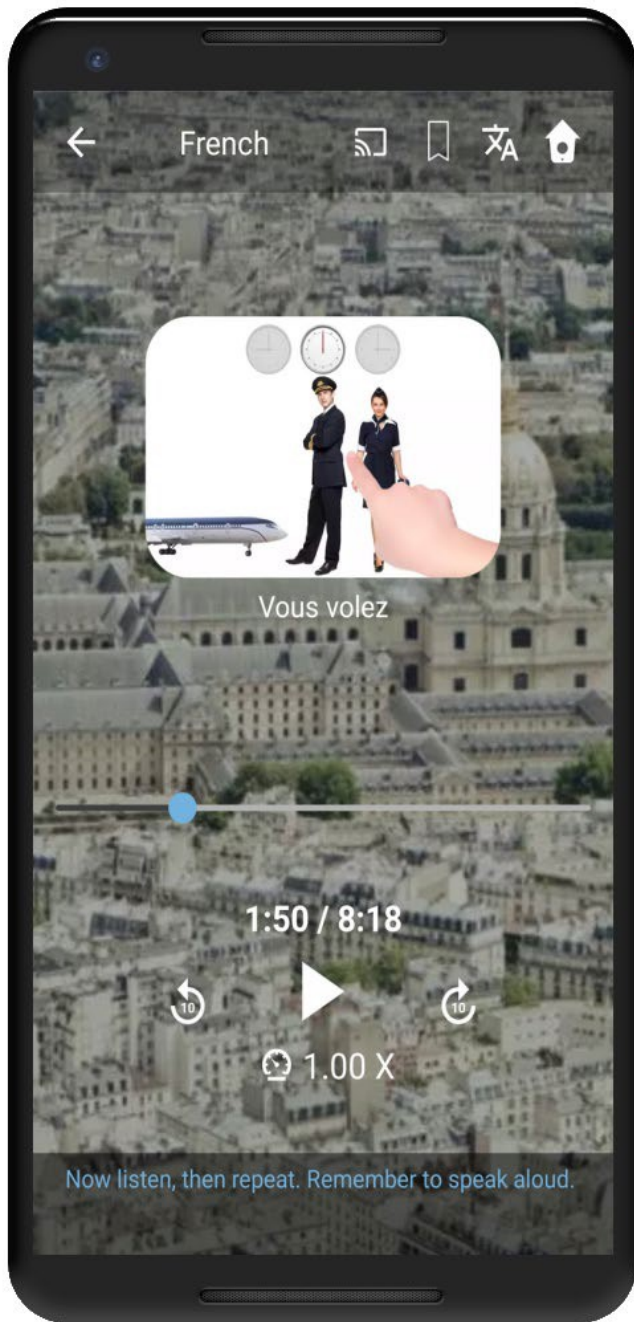
## Personalized Courses: Day View

Here we see the daily lessons for “Week 1” of my 8-week Personalized Course.

There are 5 lessons per week, and one review day.

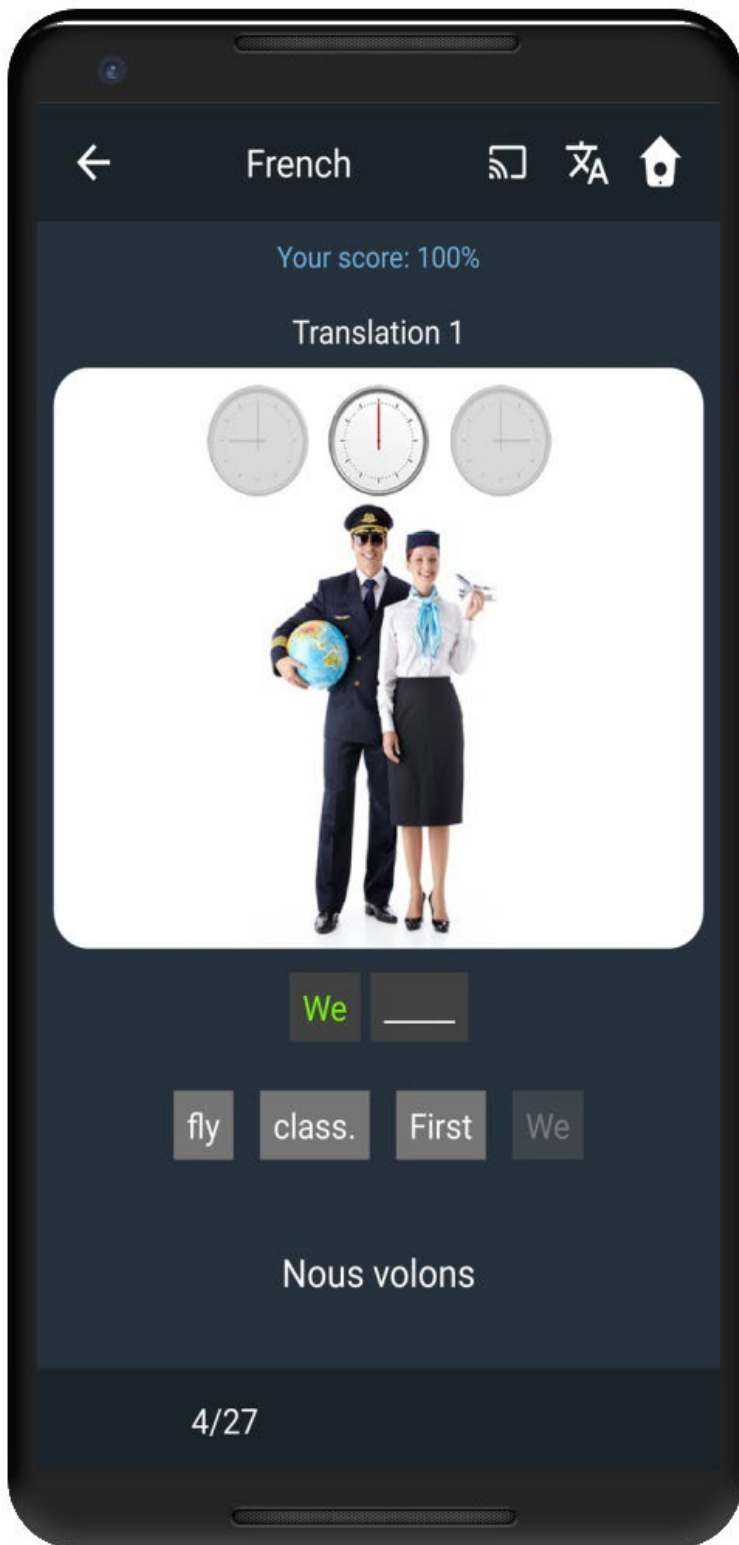
The review day has a quiz that tests your knowledge of everything you learned that week.

**Fun fact:** After you complete the review day quiz, Bluebird will ask you if you want an additional audio lesson and quiz created that focus on the phrases you got wrong in the quiz! How cool is that?



## Personalized Courses: Lesson View

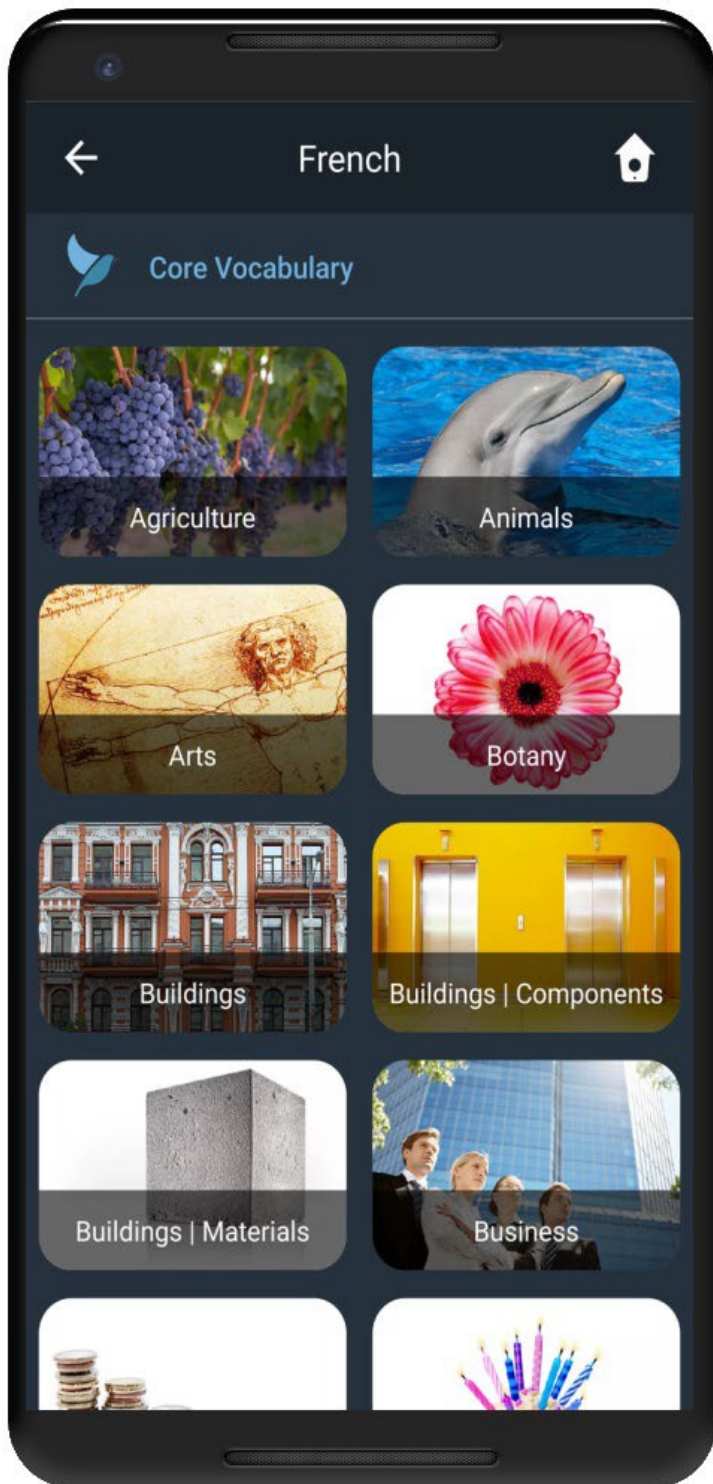
Here we see a sample lesson from my personalized course. I had accepted the default “4 phrase per day” option during course creation, so the lesson is about 8 minutes long. Note that it would be about 16 minutes long had I chosen 8 phrases per day; or 24 minutes long had I chosen 12 phrases per day.



## Personalized Courses: Quiz

A sample quiz from a personalized course. This quiz type is called “Translation 1.” There are eight types of quizzes, and they test and reinforce all aspects of language acquisition.

**Fun fact:** Each time you load a quiz in Bluebird, it randomly selects the quiz types and the order of the phrases tested. This keeps things varied and interesting.



## Language Learning Levels

Bluebird’s language learning levels contain the bulk of the prerecorded lessons. They are designed in a building block approach, by level, and are organized into over 400 topical units.

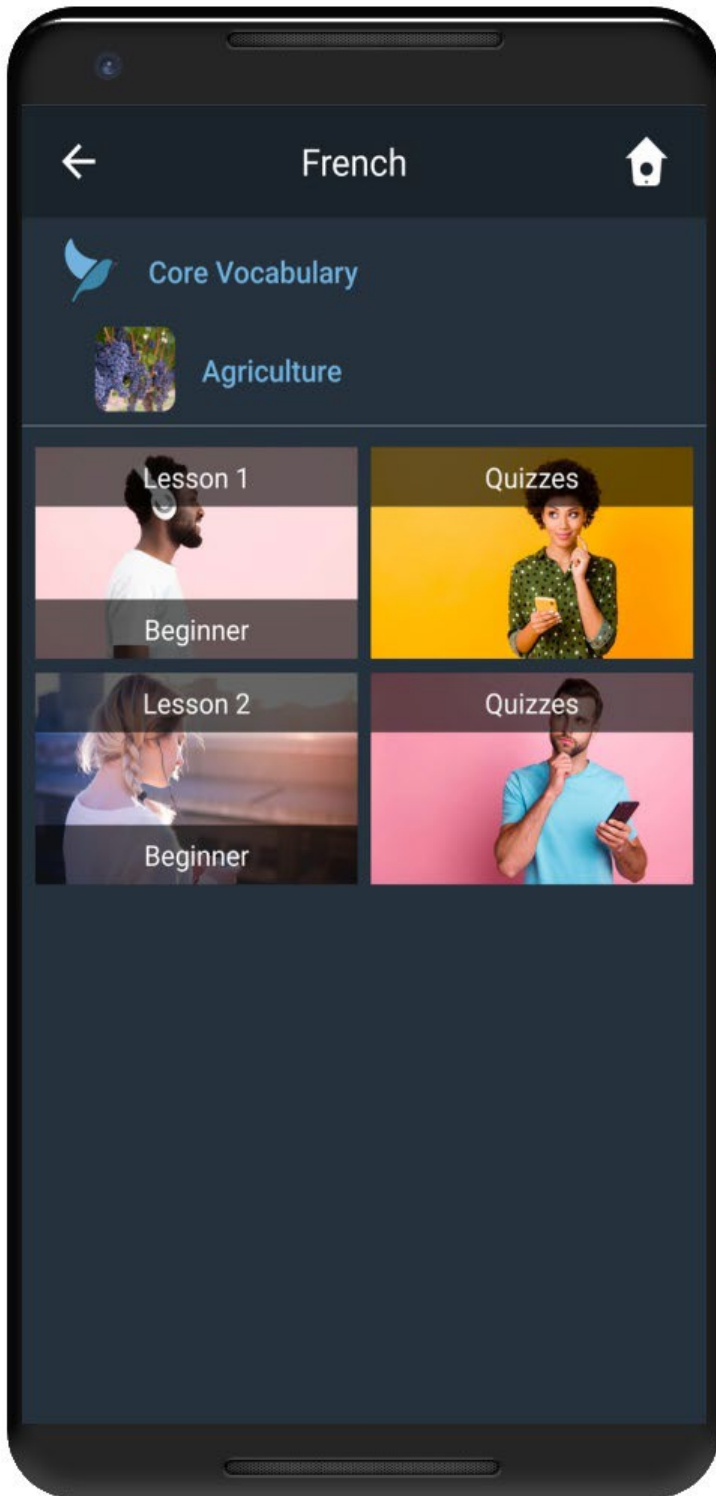
**Core Vocabulary:** Teaches the 2,000 most commonly-used words in the language (comprising 84% of everyday speech).

**Essential Verbs:** Teaches the conjugations of the 100 most common verbs.

**Creating Sentences:** Teaches you how to build sentences on your own, with over 2,200 instructional phrases.

**Powerful Phrases:** Teaches the 1,500 most important phrases to know in the language.

**Conversation:** Teaches 77 complete conversations.

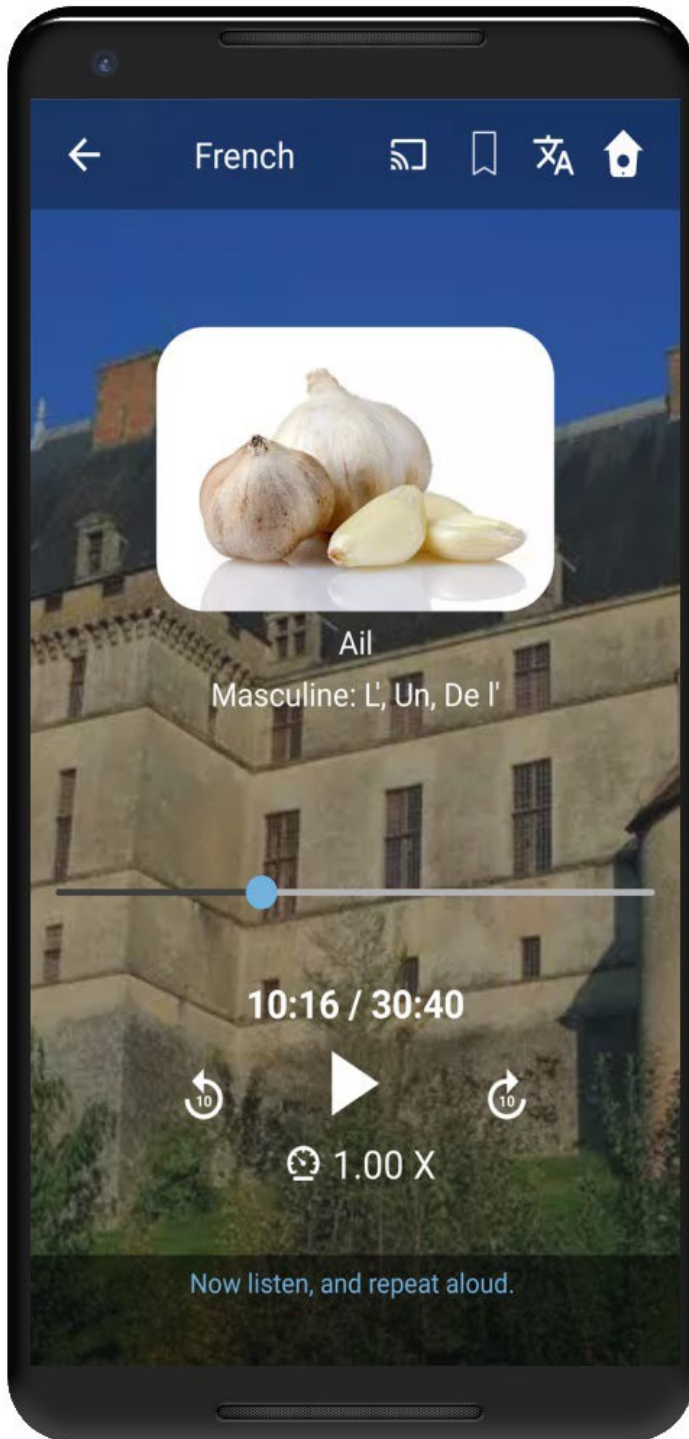


## Language Learning Levels: Units

Here we see the activity page for the unit called “Agriculture” (under the level “Core Vocabulary”).

Notice that each lesson has a set of quizzes attached to it. You can do them in any order you like.

**Fun fact:** Each lesson is rated for difficulty (Beginner, Intermediate or Advanced).

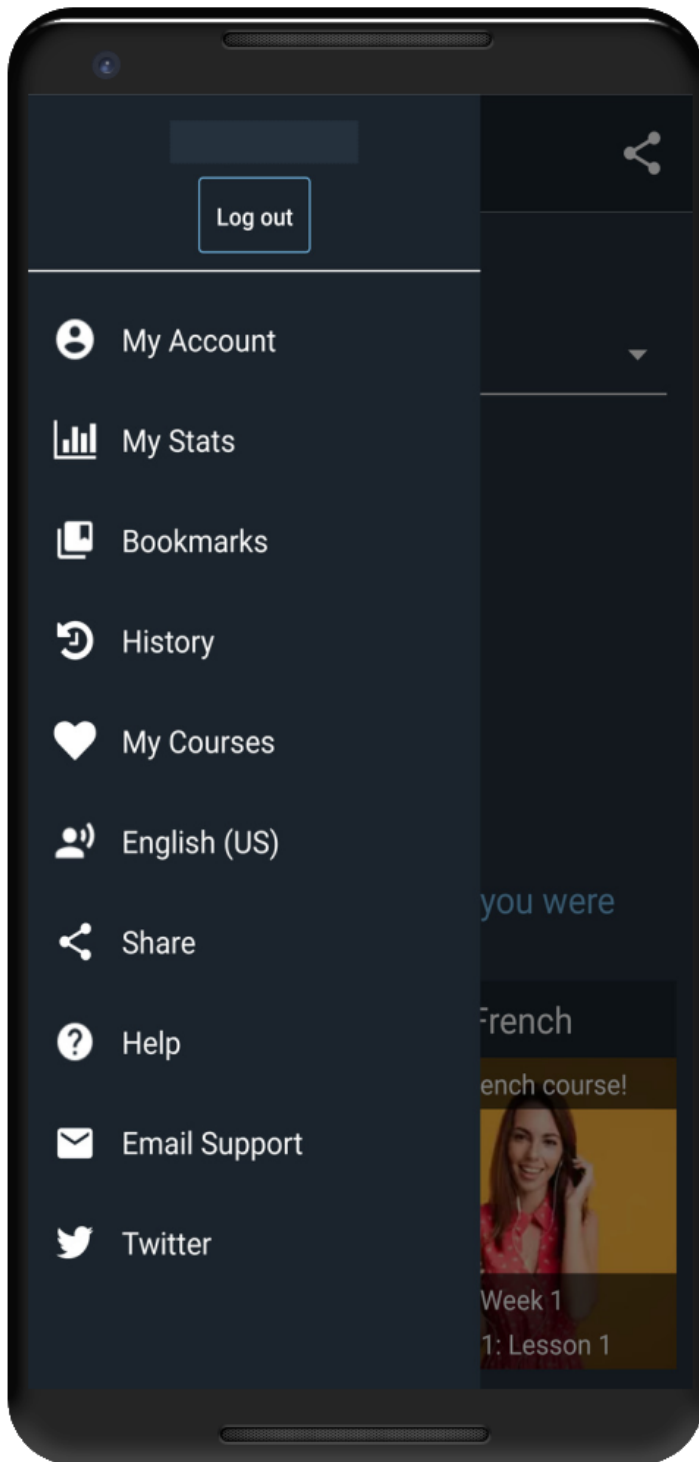


## Language Learning Levels: Sample Lesson

The first prerecorded lesson in the “Agriculture” unit.

Note how it indicates the gender of the noun, and shows the correct forms of the definite, indefinite, and partitive articles.

Also note how the lesson is 30 minutes long, which is a typical length for lessons in the Core Vocabulary level.



## The Side Menu

The side menu of the app provides quick access to a variety of useful functions, including:

- Your account (enable/disable daily alerts; permanently wipe account)
- Your stats (lessons completed, quiz scores, rankings)
- Quick access to bookmarked lessons
- Quick access to the last 50 lessons you have done
- Quick link to all the language courses you are studying
- Quick link to change the interface or narration language
- Online help
- Support email
- Twitter page for Bluebird news

## FAQ

### How does Bluebird differ from Pronunciator?

To use an analogy, Pronunciator is a Swiss army knife, and Bluebird is a corkscrew. Pronunciator has everything, and Bluebird focuses on one (rather large) thing, which is audio lessons. Bluebird also has quizzes, PDFs, personalized courses, etc., but it aims to be a dedicated mobile experience more than Pronunciator (which, since it's written in responsive HTML5, is designed for use on both desktop/laptop browsers and mobile devices.)

The motivation for us to create Bluebird was because in Pronunciator we have the largest collection of audio in the world (as mentioned earlier in this document, three times the size of Audible.com's entire audiobook library), and Bluebird is designed to make that one aspect shine and bring it to people's attention in a dedicated experience (just like Audible.com exists as a separate experience and isn't just lumped into Amazon.com's warehouse of a website).

### How does login work? Do patrons log in with their library card number?

Yes, patrons log in with their library card number.

### How does the library version differ from the free version of Bluebird?

The free version of Bluebird lacks several key components that the Premium version of Bluebird offers: It only has 68% of the content unlocked, including most of the intermediate and advanced content; it doesn't offer access to Personalized Courses at all; it doesn't include access to over 200,000 pronunciation video clips; its audio quality is 1/5 the resolution of the premium version's audio quality; it doesn't provide access to PDF study guides; and it doesn't include premium (same day, 7 days/week) technical support. **The library version of Bluebird offers all the features of the Premium individual version, but for free with your library card!.**