

Gloucester Language Immersion Centre



European Electronique harnesses the power of flexible ICT teaching by speaking the right language to GLIC

Background

European Electronique has been appointed a provider in bringing the very latest in ICT solutions to a new, state of the art centre for Gloucester's Language Immersion Centre ("GLIC") with the value of £1.5m. The facility enables individual learning and development through the power of technology and will aid in the teaching of students in rare languages by "immersing" them as if they were in a foreign country.



Gloucester Docks, location of "GLIC"

The Language Immersion Centre, being the only one of its type in the country, provides a highly original approach to the teaching of foreign languages, which have been developed by Gloucestershire County Council. The centre focuses on languages rarely taught in the UK such as Mandarin Chinese, Arabic and Russian. The residential facility "immerses" pupils, mainly from ages 14 to 19, for prolonged periods in the target language within a digital environment that recreates aspects of the country in which that language is spoken. From the first moment a student enters the building their learning experience begins. Complete immersion in the foreign culture is enabled through multiple technologies from the latest digital signage, to streaming foreign channels, character recognition and external touches, such as the use of entirely foreign currency on set days.

European Electronique has been tasked with the design and implementation of a system which includes constantly changing digital signage solutions in 15 different languages and custom development of a virtual world. The centre is full of the latest and greatest audio visual equipment which will be integrated seamlessly into the environment to provide a “wow” factor, not only on the first visit, but the 100th.

The centre is split into a number of immersion “rooms” which contain different projection and audio visual equipment designed to recreate the scenery and environments, even the smell, for foreign culture. Upon entering the GLIC, each student is greeted by a touch interface fog screen, with an automated receptionist addressing and communicating with the learner in the language of their course.

Yolanta Gill, CEO of European Electronique, said of this project; *“We were absolutely thrilled to be appointed as ICT providers for such an innovative and pioneering project. The center will be full of exciting and progressive technologies and will provide learners with a unique experience of being immersed in the environment of their target language. I have a personal interest in linguistics and speak four languages myself therefore I can appreciate more than most the benefits of the “immersion technique” GLIC will provide to students. This is a fantastic initiative and a wonderful opportunity for all involved.”*

