



## ReadSpeaker Text to Speech & Sanako Transforming Language Learning

*"Following some initial reservations about using text-to-speech (TTS) technology, ReadSpeaker was selected for its outstanding quality, overall accuracy and for the fact there was no metallic sound, and for the software's strength in handling long sentences."*

**Mark Barratt**, Senior Vice President - Solutions and Services, Sanako Corporation



### Speech-Enablement for Publishers

#### Learn:

- how teaching solutions leader **Sanako** enhances the language-learning experience.
- how **Sanako Pronounce**, the groundbreaking solution leverages TTS voices to give language learners the next best thing to a human native teacher – 24/7.
- how Sanako Pronounce empowers learners and teachers to speak confidently in front of others.
- how Sanako is innovating in the changing learning ecosystem by leveraging Text to Speech.

# Executive Summary

This case study introduces a success story from Sanako, a global language labs and language teaching solutions leader. Sanako's Pronounce solution leverages automated speech recognition software together with text-to-speech, enabling language learners of all ages from around the globe to access the next best thing to a human teacher, 24 hours a day, 7 days a week.

Sanako developed Pronounce by working with teachers with high expectations in terms of voice quality. They looked at the best quality text-to-speech voices on the market. Initial concerns surrounding the use of synthetic speech technology were dispelled thanks to the superior quality and accuracy of ReadSpeaker text to speech, enabling Sanako Pronounce to promote four core language skills:

- ✔ Listening
- ✔ Reading
- ✔ Speaking
- ✔ Writing

Overall, this case study provides insight into the rapidly evolving field of learning and how Millennials, children and students currently in the education system have totally different expectations and approaches to learning compared to their teachers, professors, tutors and parents.

## Challenges

## How TTS Helped

Teachers acknowledge that in a classroom full of learners giving attention and allowing all users to speak can be a challenge. If you ask each student in a class of 25 to speak for 1 minute then each one speaks for 1 minute and listens to others for 24.

Sanako language learning solutions allow every student to speak and get feedback on the spot. All students can practice at the same time and therefore spend more time speaking.

Teachers from around the world confirm that one of the big issues in their profession, one that is especially relevant in language teaching, is working with learners who are extremely nervous of speaking in front of other people.

With Sanako's language learning solutions, this delicate hurdle is easily solved. There's no need for shy learners to feel embarrassed. They can learn and practice in the privacy of their own space until they feel confident to talk in front of others.

Many teachers globally acknowledge themselves that they are not 100% comfortable speaking the language they teach. They may master the workings of the language well enough and be perfectly skilled at teaching their students, but they may lack confidence in their own pronunciation.

Sanako's language learning solutions are the perfect solution for teachers to finetune their own pronunciation and put it to the test before facing the class.

Engaging course material means active learner interest, which leads to increased assimilation. Every time a course is published, editorial effort is channeled into creating exciting material for learners. Even so, individual learners still struggle to stay actively engaged.

Sanako language learning solutions have integrated text to speech capability with ReadSpeaker TTS software. Language students are free to choose any material from their own specific interest areas available on the web for far more stimulating listening, with the greatest results.

Sanako's language solutions are relevant for and are making a positive impact on all language-learning contexts: from school education to language training at any stage in people's lives and careers.

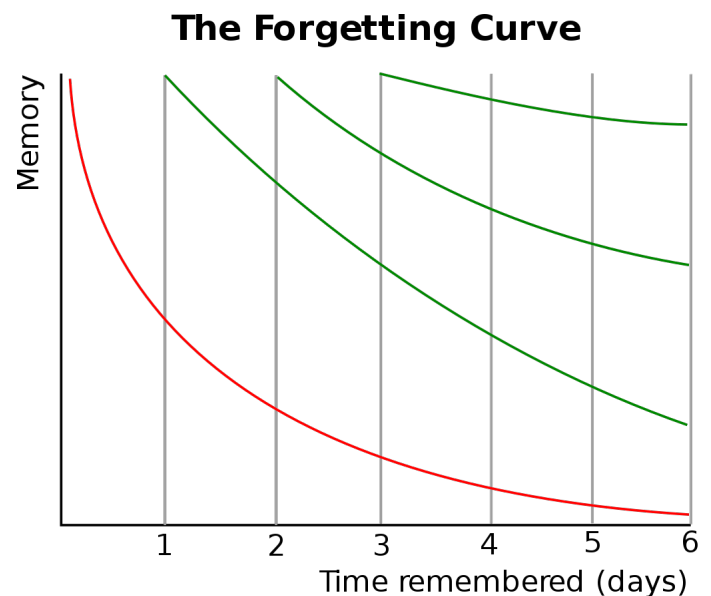
Education planners and companies are currently transitioning from traditional, formal and sporadic talent development practices to new approaches that resonate with how Millennials and kids prefer to learn today. In fact, it is becoming clear that these approaches also work better with today's hectic multitasking lifestyles - regardless of learning age groups.

Millennials choose to learn in new and different ways. For them, formal learning doesn't contribute much to substantial retention and they expect more informal, on-demand learning sources to acquire and assimilate knowledge. For these learners, context is more important than content.

If we consider the traditional language class: averages of 20 pupils per class, total class time 2 hours/week, including teacher speaking time at the beginning and end of lessons - it's obvious that there's not much active speaking time for each student.

As learning increases with experience, forgetting also increases in relation to the time spent away from task performance.

We forget an important part of what we learn within a day, and within a week of a training event we can forget as much as 90 percent (according to Herman Ebbinghaus' research, represented in the Forgetting Curve below):



Source: [en.wikipedia.org/wiki/Forgetting\\_curve](https://en.wikipedia.org/wiki/Forgetting_curve)

Sanako's solutions with TTS Voices give language teachers and learners alike the flexibility of adopting different approaches for continuous learning that work best for everyone in the class.

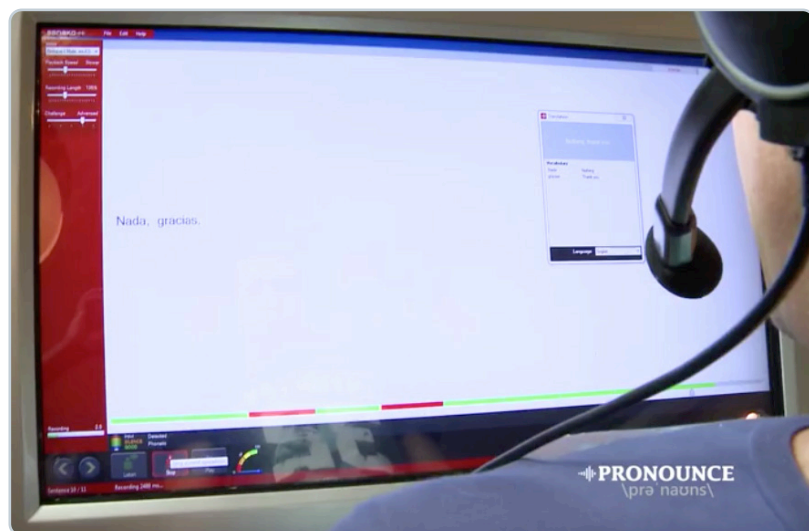
Although formal training is important, it is equally important to have the perfect blend of informal learning as part of a broader formal teaching plan. The results have proven to be significant improvement in knowledge, skills, and attitude at school and in professional spheres. This is primarily since formal learning captures and covers implicit and explicit information, and informal learning helps imbibe tacit information.

Sanako's Language Learning solutions are among the most successful ways to bring learning closer to students instead of bringing students closer to learning-making the learning experience more positive.

Sanako provides TTS solutions in a wide array of languages from around the world, including English, French, Spanish, Italian, German, Portuguese, Chinese, Swedish, Russian. Sanako works with educational institutions teaching children of any age from kindergarten grade all the way through to higher education and further education.

*"I do love it when kids say:  
'I said it out loud and it didn't  
sound right'"*

Anonymous Sanako customer



Source: [www.sanako.com/products/pronounce](http://www.sanako.com/products/pronounce)

For more information about Sanako, please visit: [www.sanako.com](http://www.sanako.com)  
Try an interactive demo of ReadSpeaker Voices here: [www.readspeaker.com](http://www.readspeaker.com)

# Results, Return on Investment and Future Plans

## So why did Sanako choose ReadSpeaker?

In the development phase, Sanako worked with teachers who all had very high and very specific expectations about the characteristics of the solution's voices. They looked at the best quality text to speech voices on the market. Following some initial reservations about using text-to-speech technology, ReadSpeaker was selected for its outstanding quality, overall accuracy and for the fact there was no metallic sound and for the software's strength in handling long sentences.

It is commonly understood that the best way to learn a language is to move to the country where it is spoken and immersing yourself into the life and culture. That is not always possible for cost-related and practical reasons. Sanako provides customers across a wide number of countries the next best thing - technological immersion regardless of location, both on- and offline.

With their language solutions, Sanako achieves four of the core language skills: listening, speaking, reading and writing.

## About Sanako




Sanako is the global leader in language labs and language teaching solutions for both online and offline use. We have worked closely with our customers for over 50 years towards a single goal: to enable better comprehension, speaking and communication skills for everyone. Satisfied customers in over 100 countries and over 30,000 classroom installations worldwide are proof of our dedication to delivering cutting-edge solutions to challenges faced by language learners everywhere. Sanako Corporation is a global organization. Our network of over 200 partners worldwide ensures we are always close to our customers.

ReadSpeaker is a global voice specialist providing dozens of languages and lifelike voices. Using its own industry-leading technology, the company delivers some of the most natural-sounding synthesized voices on the market. ReadSpeaker uses next-generation Deep Neural Network (DNN) technology to structurally improve voice quality at all levels. ReadSpeaker is a subsidiary of the Memory Disk Division (MD) of the HOYA Corporation, with offices in 15 countries, and over 10,000 customers in 65 countries, providing a complete text-to-speech (TTS) offering, both as Software-as-a-Service (SaaS) and as licensed solutions. A fully integrated TTS provider, ReadSpeaker encompasses all of HOYA's state-of-the-art technologies (NeoSpeech, Voiceware, VoiceText and rSpeak), providing a wide variety of applications for varying channels and devices in multiple industries. ReadSpeaker gives a voice to businesses and organizations for online, embedded, server or desktop needs, apps, speech production, custom voices and more. With more than 20 years' experience, the ReadSpeaker team of experts is leading the way in text to speech. ReadSpeaker is "Pioneering Voice Technology".

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