Presentation Script: Locus - The Future of Language Learning

Kati: Raise your hand if you've ever tried to learn a language. *(Pause)*. Keep your hand up if you've retained this knowledge. *(Pause)* Now everybody put your hands down!

Studies *(such as those on language immersion by _____)* show that people retain language skills better through **[Slide: Immersive]** immersive learning than through **[Slide: Traditional]** traditional learning methods. These traditional methods set us up to *study* a language, but they don't teach us how to use it in real conversations. The solution: **[Slide: Locus Logo]** Locus.

Instead of focusing on memorization, Locus focuses on application by immersing users in **real-world conversations** tailored to their language proficiency. Users can speak with a shop owner in China, a barista in France, or a business partner in Brazil. This helps them move beyond the textbook to real conversations and cultural understanding through interactive simulations.

Conversations are powered by generative AI, which allows these virtual attendants to respond in real-time, correct mistakes, and adjust to your learning pace. These simulations are used by the Apple Vision Pro which is a mixed reality headset that combines digital elements with the real world. When users wear this headset and use Locus, they are transported to a chosen virtual environment, allowing users to feel like they're *actually* in the world they're seeing.

[Slide: Live Demo] And now to Bani to show how it works!

Bani: Thanks! This is Maggie! She plans on studying abroad in France this upcoming summer, but wants to practice the basics of French to feel more comfortable with conversation. She decides to try out Locus.

When she opens the app, she's met with various options to tailor her language learning experience. For demonstration purposes, we'll begin with English to display how Locus works.

With her settings configured, Maggie chooses the world she wants to immerse herself in and begins conversation with her AI companion.

Maggie: How is you? *gets corrected* What did I do wrong? *response*

Bani:Now that we know how Locus functions, let's make sure Maggie is french ready for her trip!

Maggie:Bonjour! *response* Bien, merci! Quelle est ton couleur préférée? *response* Pour moi, le bleu et l'orange.

Bani:Looks like she has a solid foundation! Let's go ahead and save her log. There's a default name for the log with the language and date, but she also has the option to add her custom

name for her chat log so she can view it for later.

save then navigate to chat log to view the list

So when she logs in again, she can review her conversations!

Kati: We believe that language learning should be an *experience*, not a chore. By leveraging the **Apple Vision Pro** and **generative AI**, we're making it possible for anyone to learn a new language in a way that's engaging, natural, and effective.

So the question is: Are you ready to **experience** language learning like never before?

Thank you!