**[Presentation Script: Locus - The Future of Language Learning]**

Raise your hand if you’ve ever tried to learn a language. *(Pause)*. Keep your hand up if you’ve retained this knowledge. *(Pause)*

Traditional language learning methods may set us up to study the language, but they fail to account for teaching us how to use the language in the real world. But it doesn’t have to be like that. Not with **Locus**.

Now, what is Locus? Locus is an app where instead of users just doing lessons and studying flashcards, users can engage in **real-world conversations** tailored to different levels of language proficiency through interactive immersive experiences created through generative AI.

This is done through using the Apple Vision Pro, a mixed reality headset that places digital elements in the real world, to place interactive experiences powered by generative AI that will adapt to its user in real-time to correct mistakes, respond to the given speech, and even adjust to a different learning pace.

These experiences can range from shopping at a marketplace in Hong Kong, ordering a pastry at Parisian cafe, or negotiating a deal in Rio. This allows for users to go from looking over vocabulary and receiving the same cookie-cutter experience to practicing authentic dialogue and cultural understanding through engaging in conversational simulations.

Locus is an innovative app designed for the **Apple Vision Pro**, offering a completely immersive language learning experience. Instead of relying solely on textbooks or apps that teach through repetition, Locus places you **inside real-world scenarios** where you can practice conversations in a natural, engaging way. Whether it’s ordering food at a café in Paris or negotiating a deal in Tokyo, Locus helps you develop fluency through real-life interaction.

Now, let’s talk about how Locus works. To understand that, we first need to introduce the **Apple Vision Pro**. This is a **mixed reality headset** that combines digital elements with the real world. For example, the apps icons in the app library float in front of you instead of being contained on a screen.

Locus takes full advantage of this technology, using **generative AI** to power **interactive conversations** with AI-driven characters. These AI models adapt in real time, responding to your speech, correcting mistakes, and even adjusting to your learning pace.

For example, let’s say you’re practicing Japanese at a virtual restaurant. You can interact with an virtual waiter who reacts naturally to your responses. The AI will guide you, provide corrections, and even introduce new vocabulary—all in a **low-pressure, engaging environment** that mimics real-life conversations.

**[The Future of Language Learning]** **Speaker:** Traditional language apps focus on memorization, but Locus is about **application**. It’s about making language learning natural, interactive, and most importantly, effective.

With Locus, language learners can:

* Gain **real-world speaking confidence** before ever setting foot in a foreign country.
* Practice in **diverse environments** to learn context-specific vocabulary and cultural nuances.
* Receive **instant AI feedback**, helping them improve pronunciation and fluency in real-time.

In short, Locus isn’t just another language-learning app, it’s the future of language immersion.

**[Conclusion]** **Speaker:** We believe that language learning should be an experience, not a chore. By leveraging **Apple Vision Pro** and **generative AI**, we’re making it possible for anyone to learn a new language in a way that’s engaging, effective, and immersive.

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

Thank you!