



Language Of Love

When 26-year-old Liverpoolian, Laura Boyd, decided to hold her upcoming wedding in Naples, where her fiancé's family live, she began to worry about the language barrier, and resolved to learn Italian before the wedding.

With no knowledge of Italian and only basic Spanish from her school days, she had concerns about the logistical details of the day, and whether she would be able to communicate with everyone involved in the organisation of the day.

She commented: "After a holiday in Italy, and speaking with my fiancé's parents, I suddenly realised the majority of people helping set up the wedding on the day would be Italian speakers, and I realised that if something went wrong on the day, I might not be able to make myself understood, so I decided to pick up some basic Italian so I could be confident of a problem free wedding."

The choice of venue for the ceremony is doubly romantic for Laura and her husband-to-be, as they also got engaged on the Amalfi Coast earlier this year, giving the country a special significance for the happy couple.

After hearing a recommendation, Laura signed up for a Rosetta Stone online Italian account (the software is also available on CD Rom) and was immediately impressed by the effectiveness of Rosetta Stone's Dynamic Immersion™ methodology. The software teaches via context, pairing words and phrases with images and regularly reinforcing and building up vocabulary. With no list-learning, translation or grammar drills, Rosetta Stone offers an easy and fun way of learning, and unique voice recognition technology enables the learner to monitor accent and pronunciation.

With the wedding booked for next year, Laura is using the program regularly, and loves the fact she can fit her Italian language learning around her busy work and wedding-planning schedules.

She said: "Between a full time job, the wedding organisation and keeping up with friends and family, I feel like I have barely had time to breathe, and Rosetta Stone allows me to fit learning around other commitments. I know if I had enrolled in an evening class I would probably have given up by now!"

About Rosetta Stone (UK) Ltd

Rosetta Stone Inc. is a leading provider of language learning software. Acclaimed for the speed, power and effectiveness of its Dynamic Immersion™ method, Rosetta Stone is a revolutionary language learning software program. While teaching 31 languages to millions of people in more than 150 countries throughout the world, Rosetta Stone software is the key to Language Learning Success™. Rosetta Stone was founded in 1992 on two core beliefs: that the natural way people learn languages as children remains the most successful method for learning new languages; and that interactive CD-ROM and online technology can recreate the immersion method powerfully for learners of any age. Rosetta Stone (UK) Limited, a subsidiary of Rosetta Stone Inc., is based in London.

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