

Press Release
Immediate Release

Grey Group Singapore and British Council turns everyday surroundings into one big classroom



Singapore, 19 June 2015 – In order to help non-native English speakers to improve their English language, Grey Group Singapore and the British Council Singapore have introduced the Visual Dictionary.

The idea behind the Visual Dictionary is to turn everyday surroundings into one big classroom with the ease of using an app.

Learners only have to snap a photo of an object which they do not know, and through an image recognition technology, the Visual Dictionary will then display the word along with the audio pronunciation of it.

“One of the easiest ways to learn another language is by practicing it every day. By learning a new word each day, students can rapidly expand their vocabulary to achieve fluency in the language. The Visual Dictionary is an easy, innovative and effective method that aids students in improving their English language,” said Regina Goh, Director, Marketing and Communications of British Council Singapore.

“Learning English as a second language can be difficult for non-native English speakers. This app helps with the large vocabulary and difficult pronunciations that one can come across. The Visual Dictionary has tackled this issue effectively,” said Ali Shabaz, Chief Creative Officer of Grey Group Singapore.

The Visual Dictionary app has recently also won ‘[Mobile of the Day](#)’ at the FWA.

You can download the app here.

iOS:

<http://apple.co/1Fhp1hz>

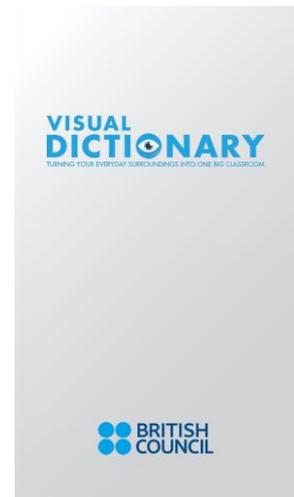
Android:

<http://bit.ly/1Hee40y>

Website: <http://www.visualdictionaryapp.com/>

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About Grey Group





Grey Group ranks among the largest global communications companies. Its parent company is WPP (NASDAQ:WPPGY). Under the banner of “Grey Famously Effective Since 1917,” the agency serves a blue-chip client roster of many of the world’s best known companies: Procter & Gamble, GlaxoSmithKline, Diageo, Pfizer, Canon, 3M and Boehringer Ingelheim. Grey was named ADWEEK’s “Global Agency of the Year” and AD AGE’s “Agency of the Year” in 2014. In Asia, Grey Group covers 28 cities in 16 countries and works with some of the biggest brands in the region: Hong Kong Tourism Board, HSBC, Volvo, Lenovo, Mengniu, Proya and Qatar Airways. (www.grey.com/asiapacific)

About the British Council

The British Council is the United Kingdom’s international organisation for educational opportunities and cultural relations. We create international opportunities for the people of the UK and other countries and build trust between them worldwide.

In Singapore, our work includes teaching English to **adults** and young learners aged from **nursery** to **primary** and **secondary**; **teacher** and **corporate training**, as well as a **pre-school**. We offer a range of **Exams**, including IELTS and provide the latest information about **studying in the UK** and on UK qualifications in Singapore. We also promote British education and training; and demonstrate the innovation, creativity and excellence of **British arts, literature and design**.

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