

The « **Basic-Français** » App is :

- 1 - **Comprehensive:** it covers level A1 of the Common European Framework of Reference for Languages.
- 2 - **Authoritative:** its pedagogical contents, developed by native language speakers of French language, were obtained from [Alliance Française's CAVILAM](#) in Vichy (France).
- 3 - **Inexpensive:** in a Group purchase before Dec 31st 2022, each copy of the App is billed 7,5€ (plus tax) in a one-time acquisition, no monthly renewals and includes one year of our Learning Management System.
- 4 - **Intuitive:** the App was designed as a smart game, enabling the learner to practice pronunciation of random sentences.
- 5 - **Evolutive:** subsequent developments in Artificial Intelligence - such as measuring engagement and devising strategies for re-engagement – and the addition of new “source” languages will be available to existing users at no cost.

