

Company profile



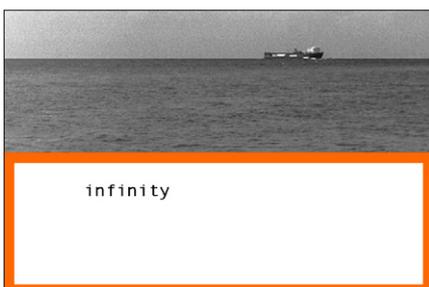
Motivation is the key. Following this motto, *tmx has been producing premium language software for more than a decade. According to ZDNet, *tmx has given the notion of a vocabulary trainer a new meaning. Superlearning with ambient music, vast content and a high level of graphic design are the main ingredients for a software blend that allows relaxed learning and continuing motivation.



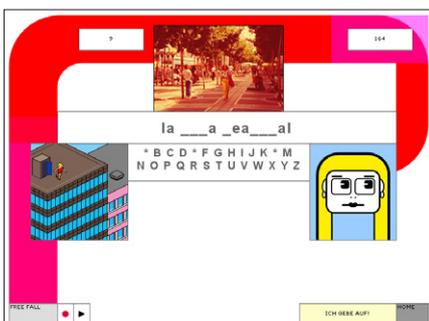
*tmx was founded as a software and design project in 1991 by Ralf Hoffmann. Before he had developed a cartoon-style English course for children on behalf of Commodore as well as some other educational titles for Markt & Technik, one of Germany's leading publishers then.



Today *tmx is a team of two to 6 including language learning experts and native speakers depending on the project. In spite of the size, *tmx has been competing successfully with large companies like Bertelsmann, Langenscheidt and Klett for more than 8 years. Each version of the *tmx vocabulary trainer has occupied top positions of the official German Sales Charts while the software has won numerous awards.



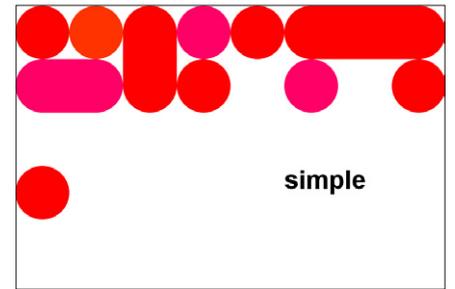
The secret of this success lies in the size of *tmx on the one hand and the size of its partners on the other. Operating as a completely independent small team allowed *tmx to implement their often unconventional ideas with maximum creativity. At the same time *tmx chose heavyweight partners for distribution. In 1995 *tmx published an ESL CD-ROM series for Windows and started a long-term distribution cooperation with Bomico (later merged into Infogrames, now Atari). For the Internet, *tmx is cooperating with T-Online, one of Europe's largest online service-providers.



*tmx has a very strong reputation primarily in German-speaking countries (Germany, Austria, Switzerland), as the *tmx series is intended for German speakers. However it is also used in a series of universities from Mexico to Thailand. With the new multilingual software *tmx808 the team is targeting international markets. This step is currently accompanied by PR activities for international newspapers and lifestyle magazines such as Surface, Wallpaper or Jalouse.

Titles Published (PC):

- 1995 TEACH ME PC! - English I Plus CD-ROM
TEACH ME PC! - English II Plus CD-ROM
TEACH ME PC! - Französisch I Plus CD-ROM
TEACH ME PC! - Französisch II Plus CD-ROM
- 1996 TMX ENGLISCH CD-ROM
TMX FRANZÖSISCH CD-ROM
- 1998 TMX ENGLISCH 2.0 CD-ROM
TMX FRANZÖSISCH 2.0 CD-ROM
TMX SPANISCH 2.0 CD-ROM
- 2000 TMX ENGLISCH 3.0 CD-ROM
TMX FRANZÖSISCH 3.0 CD-ROM
TMX SPANISCH 3.0 CD-ROM
- 2001 TMX ENGLISCH 4.0 CD-ROM
TMX FRANZÖSISCH 4.0 CD-ROM
TMX SPANISCH 4.0 CD-ROM
TMX RECHTSENLISCH (LEGAL ENGLISH)
TMX WIRTSCHAFTSENLISCH (BUSINESS ENGLISH)
TMX ENGLISCH SETTOP-BOX EDITION (FUJITSU/SIEMENS)
- 2002 TMX SPECIAL EDITIONS for T-ONLINE (online distribution)
TMX808 ENGLISH UK, FRANCAIS, ESPANOL, GERMAN
- 2003 TMX808 AMERICAN ENGLISH, ITALIANO



Milestones:

- 1988 On behalf of Commodore, Ralf Hoffmann develops a cartoon-style software title for the AMIGA computer for learning English as a second language.
- 1989 After Commodore bundled more than 100,000 units, the English course is licenced to Markt & Technik, one of the leading German publishers.
- 1991 Ralf Hoffmann starts up his own label for educational software called TEACH ME AMIGA! (TMA).
- 1993 TMA's vocabulary trainer is selected as "Software of the Year" and wins a number of awards.
- 1994 TMA switches from AMIGA to PC and develops a new software series to learn English (TEACH ME PC!).
- 1995 TMA signs a distribution deal with Bomico (later Infogrames, now Atari).
- 1996 The new product TMX English is released and stays on top of the software charts for nearly 2 years.
- 2001 *tmx version 4 is the best selling Edutainment product in Germany for more than 18 months.
- 2002 *tmx is cooperating with T-Online, Germany's No. 1 Internet access provider.
*tmx releases their first multilingual visual language trainer *tmx808.

Awards & Reviews:

“*tmx808 is the ideal start to learn a language in a different way and with great music.” SWR1 (German radio station)

“Truely Outstanding” Jörg Schieb on WDR television

“The modern way to brush up one’s language skills for the next job in a foreign country“ Allegra Women & Work

Best Product Online-Today

“Language training with fun” Impulse

“On the Up and Up with Language Software: *tmx” - “Plain but effective - top hit” Focus (one of Germany’s leading news magazines)

Motivation: Excellent - “Cool and Crazy.” c’t magazine

“Successful vocabulary training with lots of fun.” Familie & Co.

Excellent - “This software redefines the term vocabulary trainer.” ZDNet

Very good CHIP

Very good stern.de

Very good DM magazine

Very good Computer & Co

Spherical exercises - Rating: “cool” Der Spiegel

“Highly innovative and very effective” c’t magazine

Very good PC Go!

