

VISUAL

Found Footage (1) of ESL child confused in classroom

US map with points for major cities that grow in color to encompass entire country and 4.5 million text growing. Small text says *based on NCES 2013-14 study.

teacher to student ratio graphic

Found Footage (2) of ESL child confused in classroom. Kids laughing at him.

Google logo and US map all colored in. Transition to a public school image rising from map

Product logo and imagery coming together ending in scene

Found footage (3) of happy teacher and multi-cultural children in classroom

Teacher and Student graphics with language indications above

app screen image with hand selects language for a student

Hand then change modes from lecture to conference

Found footage (4) Teacher with students and globe then fade to Google ESL logo

AUDIO

It's easy to get lost in translation when communicating but what about students with the desire to learn but who can't fluently understand English?

It is estimated that about 4.5 million students in the U.S. public school system are English Second Language students.

The public schools ESL teacher shortage averages 1 teacher to 150 students and continues to rise every year.

A student shouldn't feel left behind because of language. Who will help mold young minds to reach their highest potential in the classroom?

Google wants to help break the language barriers making learning easier in public schools across the United States.

Introducing Google ESL, an innovation that uses the technology behind Google Home paired with Google Translate and smart earpieces to create a bridge for communication.

Introducing Google ESL, an innovation that uses the technology behind Google Home and Google Translate partnered with The Pilot smart earpieces to create a bridge for communication.

This wearable technology uses speech recognition software and translation mechanics which allows two or more people to speak different languages but still clearly understand each other in real time.

When the teacher speaks, each student listens in their own language.

They can easily set up Google ESL from the mobile app and customize each student's preferred language.

As well as instantly change from lecture mode for in class learning to conference mode for one on one conversations.

Can you imagine a world without language barriers? We can create change to our learning environment so that no child is left out. Google ESL can help mold young minds into successful people of the world.