

## Terms and Definitions

### MemoryLifter

MemoryLifter is freeware. It enables users to easily lift information into the long term memory and is based on the famous flashcard system developed by Sebastian Leitner. With MemoryLifter you are able to create your own learning modules as well as learn pre-made learning content from LearnLift. MemoryLifter is available for Microsoft Windows, and does not work on the Apple (Mac) operating system.

### MemoryLifter Learning Modules

LearnLift provides a broad range of so called Learning Modules (extension \*.mlm) on its website (some for cost, some for free). Community members can also share their self-made learning content and earn money by selling it to other users.

### MemoryLifter Stick

Learning content can also be obtained on USB flash drive ("MemoryLifter stick") which contains the learning modules and a portable version of MemoryLifter (Plug-and-go, no installation required, learning progress is saved on the USB stick).

### MemoryLifter Multimedia Learning Suites

A Multimedia Learning Suite is a complementary learning package, containing printed study guides and a collection of topic related Learning Modules packed on the MemoryLifter Stick. At the moment, we sell the following products: Chinese Characters, Spanish, Prep for the SAT. These packages are sold on our website as well as on major platforms like Amazon, Barnes and Noble, Borders, ebay, etc.(wholeseller: Baker&Taylor)

### MemoryLifter Server Version

The server version offers a multi user learning environment. This means that several users can access the exact same Learning Module at the same time and learn. Administrators can upload Learning Modules and set specific user permissions individually. The server version can be downloaded for free.

### MemoryLifter for the iPhone and iPod touch

The MemoryLifter application contains the whole functionality of the desktop client but is bundled with a specific Learning Module. Learning Modules for MemoryLifter on the iPhone are sold on the Apple Appstore.

### MemoryLifter Mobile

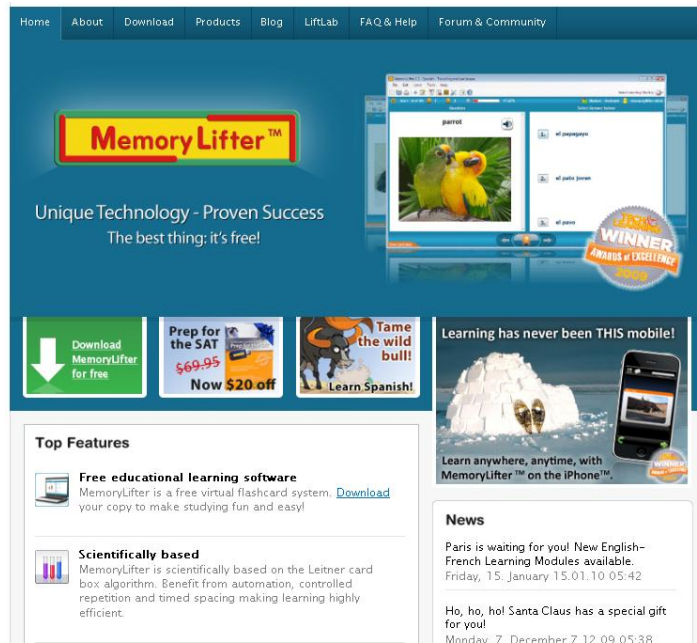
This application is focused on mobile devices with the Symbian 3<sup>rd</sup> Edition or the Windows Mobile operating system. We plan to release this version by the end of the year 2010.

### Audio Book Generator

This software is available as a beta version on the LearnLift homepage in the "LiftLab" section. Like the name says, it can be used to generate audio books from a Learning Module containing audio files.

### Audio Recorder

This software is also available as a beta version on the LearnLift homepage in the "LiftLab" section. With this tool it is possible to easily create audio recordings for Learning Modules.



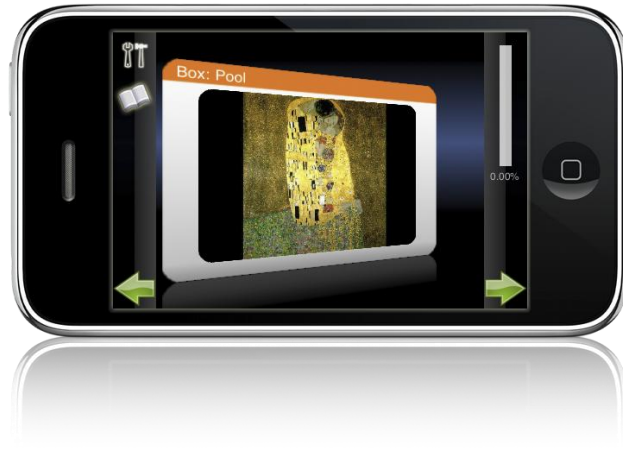
MemoryLifter Website (www.memorylifter.com)



MemoryLifter Learning Environment



Multimedia Learning Suite: Spanish



**MemoryLifter for the iPhone**  
(Bundled with 1,000 famous paintings Learning Module)



**MemoryLifter Stick**