



# CHINAGRAM



[CHINAGRAM FOR IPAD](#)

[CHINAGRAM POCKET FOR IPHONE](#)

*The iPhone and iPad applications that tells the story of Chinese writing, explaining its rationale and showing its beauty, sign after sign.*

[WWW.CHINAGRAM.INFO](http://WWW.CHINAGRAM.INFO)

With **Chinagram** and **Chinagram Pocket** you can approach Chinese by discovering the meaning and origin of over 120 of this language's most representative characters.

Chinagram also includes a historical and a linguistic overview, which help you understand how Chinese writing has changed over the centuries and what its basic rules are today.

With these pointers and the range of characters selected for the application, you can start building your vocabulary on solid grounds and really begin to discover Chinese and China.

Based on the book *La scrittura cinese* by Professor **Yuan Huaqing**, published in Italy by leading publishing house for languages, **Vallardi**, Chinagram offers you scrupulous content through an innovative graphic approach and the instant usability of iPad and iPhone.

With Chinagram you can:

- ▶ Get an overview of the fascinating history of Chinese writing, from its origins 3,600 years ago to modern day
- ▶ Understand the logic behind the way Chinese characters are pronounced, written, composed and classified.
- ▶ Learn to recognize and read over 120 characters.
- ▶ Practice writing each character by tracing it on the screen of your iPad or iPhone.
- ▶ Discover the ideas that gave rise to the original characters and see their evolution over the centuries, through six successive historical periods.
- ▶ Listen to the correct pronunciation of each character.
- ▶ See each character's phonetic Pinyin transcription.
- ▶ Easily save and recall your favorite characters.
- ▶ Learn more about Chinese culture and language, with examples of how each word is used in idioms and everyday conversation.

**Chinagram** and **Chinagram Pocket** are available in English, Italian, Français and Deutsch

## CHINAGRAM ACCOLADES

Chinagram was featured in Apple's "Learn" AD campaign  
[watch the video on Youtube](#)



**Featured in "New and Noteworthy"** in USA, Canada, Brazil, China and more...

**Featured in "Staff favourites"** in USA, Canada, UK, Ireland, Switzerland and more...

**Featured #1 in "Education > Foreign languages"** in USA, Belgium, Luxembourg and more...

**Top Ten in "Education"** in USA, Canada, France, Italy and more...

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Interaction design and application development: ***ToDo***

Publisher: ***Antonio Vallardi Editore***