

We believe in transforming how languages are taught

Who we are

Robotel was founded in 1984 and is a privately held, Canadian corporation, headquartered in the Montréal area. Robotel operates globally with installations in over 80 countries. The company has subsidiary business operations in the United States & China and channel partners around the world.



What we do

We develop, manufacture and market language teaching solutions for K-12 schools, school districts, colleges, universities, ministries of education and corporate & government training departments.

SmartClass is our flagship language teaching platform. SmartClass combines a digital platform with educational content, empowering schools, and universities to teach foreign languages in an innovative and engaging way.

Our Mission

We believe in transforming how languages are taught by combining a digital language teaching platform with educational content to provide students enriched opportunities to practice speaking, gain confidence, and improve fluency in all language skills.



Humble Beginnings

Robotel's early history is the proverbial story of two engineers, Étienne Bouchard and François Larochelle, starting out in a garage.

In 1985, an opportunity within the Quebec school system – which was just beginning to deploy its first personal computers – would trigger a major course change for Robotel.

The company began developing its first classroom management platform, called Microselect.

Modern day Robotel has a full-time staff of about 25 people primarily based in Canada and the United States. Many team members have 20+ years of service with Robotel.

We have a team of Regional Sales Managers (RSMs) who cover Canada, the United States, Latin America, Europe, the Middle East, Africa, and the Asia Pacific region. RSMs work with local channel partners around the world.



World-Class Presence

Robotel is now an established leader in the worldwide educational technology sector.

Recently, the company has diversified into the electronic publishing field with language courses that complement and integrate with the SmartClass language teaching platform.

Our materials are aligned with global language proficiency standards including CEFR, WIDA and CLB.



89+ countries



10,000+ schools



38+ years

Our Channel Partners

To better serve our clients, Robotel has built a global network of distributors and resellers.

Robotel's channel partners are professional firms, generally having years of experience in educational and training environments.

Our channel partners are expertly trained in installing, configuring and operating our systems.

Our channel partners provide clients with regional sales and service support, and ensure that clients have direct access to a local friendly face who

- can speak their language.
- answer their questions.
- assess their needs.
- recommend system configurations.
- integrate related products.
- install turnkey solutions.
- supervise client training.



People that love SmartClass around the world

We have a list of active SmartClass users that volunteer to spread the positive message about our product and our company. We are honored to have them among our list of customers.

- Bendegúz Réti (Hungary)
- Ahmed Agrama (United States)
- Yahia Hilow (Israel)
- Cecilia Zimmer (United States)
- Elena Milosa (Latvia)
- Onyewuenyi Remy (Nigeria)
- Tremł Josef (Czech Republic)
- Kelly Leopold (United States)
- Jorge Quiroz (Mexico)
- Romana Kubíková (Czech Republic)
- Mohamed Taieb Boussen (Tunisia)
- Aleah Guitan (Trinidad and Tobago)
- Parfait N'tah (Cote d'Ivoire)
- Mgr. Stanislav Skříčka (Czech Republic)
- Philip Huddleson (Spain)
- Jorge Navarrete (Mexico)
- Julia Zernig (Austria)
- Mikaël Dubard (Switzerland)
- Derek Sica (United States)
- Cecilia Arriagada Correa (Chile)
- Maura López (Chile)
- Emmanuelle Paquay (Belgium)
- Radka Konečná (Czech Republic)
- Muriel Jongen Belgium
- Christine Smith (United States)
- Jarek Weckwerth (Poland)
- Martina Körberová (Czech Republic)
- Jakub Fischer (Czech Republic)
- Andrea Dallas (United States)
- Andrius Manzurovas (Lithuania)
- Elena Milosa (Latvia)

Our History

1984

Robotel founded

Microselect classroom management system introduced in Canada.

USA Expansion



1990

M160 2nd generation classroom management system launched.

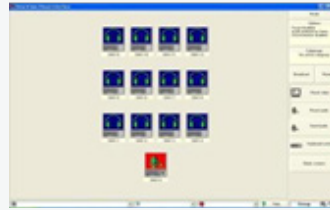


1995

USA Subsidiary

Robotel Corporation is established.

SmartClass integrated software suite launched.



European & Asian Expansion.

Regional Distribution Centers were established in Southeast Asia and the Middle East.

2000

2005

Robotel Électronique Inc. becomes Robotel Inc.

European Subsidiary
Robotel Iberica is established.

SmartClass SC2500 "plug & play"
3rd generation classroom management product suite launched.



2006

Symposium language lab system launched.



LogoLAB self-study language learning system launched.



IntraLAB language lab system launched.

Symposium LIVE language learning system launched.

SmartClass DVI 4th generation classroom management platform launched.



2010

SmartClass language teaching platform.



WiFi support for SmartClass introduced.

iPad App and **Android App** for SmartClass debuts.

BYOD (Bring Your Own Device) for SmartClass debuts.

HomeWork for SmartClass debuts.

SmartClass Cloud Exchange (SCX) service for school-to-school exercise sharing launched.

iOS App for Apple tablets and smartphones launched.

Chrome App for Chromebooks debuts.

Sign Language support for SmartClass debuts.

2015

SmartClass language teaching platform gets a facelift.



Pronunciation Activity using AI-based speech recognition for SmartClass

Cloud-Hosting for SmartClass debuts.

Let's Talk! English course curriculum for SmartClass debuts.



New Robotel Logo

Robotel

2020

2025

SmartClass Academy is launched, as a self learning course to get started with our SmartClass platform.

SmartClass Integration launched with Google Classroom.

SmartClass courses Spanish, German and Arabic have been added to our course curriculum family.

SmartClass offers a **Placement Test** for English.

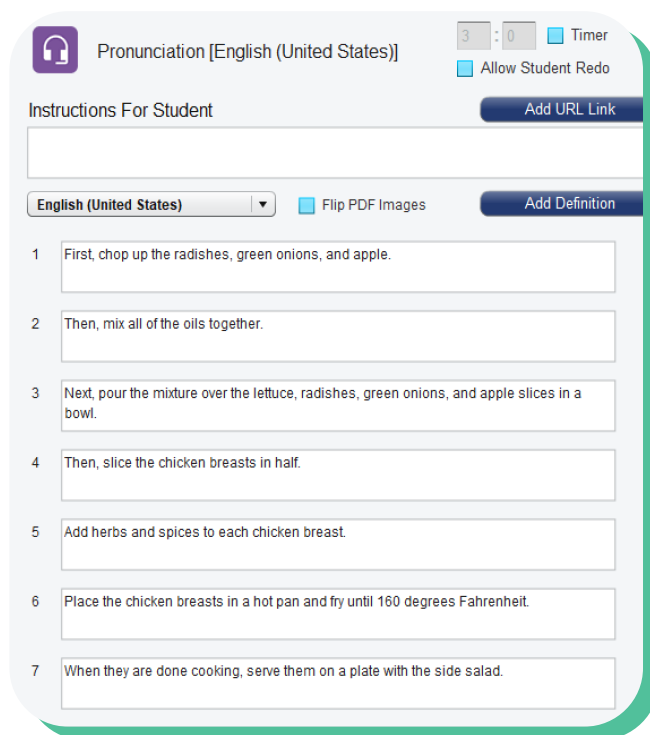
Artificial Intelligence (AI)

A fundamental capability of language labs and language teaching platforms has always been the ability to record students while they are speaking, and have the students listen to their responses in comparison to a model speaker.

Artificial Intelligence is used in the SmartClass language teaching platform to improve the recording model for both students and teachers.

AI-based speech recognition allows for student recordings to be instantly analyzed and automatically graded. Students get immediate feedback on their performance – right when they are most receptive. This instant feedback is highly motivational and encourages students to try the pronunciation activity again – thereby increasing practice time and improving fluency.

The auto-grading capability also frees up instructors from the task of manually



Paperless Digital Publishing

Let's Talk! English is a set of 5 courses, based on the CEFR proficiency levels A1 (beginner) through C1 (advanced). Each course includes 400+ digital self-access activities for students.

Teacher handbooks help instructors navigate the course materials, while students interact with digital activities in a paperless environment.

The digital approach is more cost effective, frees up the teachers' time from response review, and enables students to work any time, from anywhere, and with any device without a paper workbook. It is also a greener solution for our planet.



Our Commitment

We will create new opportunities for our clients and help them achieve their goals through technological and pedagogical advancement and innovation. The four cornerstones of our solutions are:

- **Reliability:** Our products are designed to meet the highest quality standards.
- **Usability:** We are committed to developing solutions that are intuitive and easy to use.
- **Value:** We deliver competitively priced products that offer excellent value.
- **Service:** Robotel provides complete solutions that include installation, training & technical support.

Our Core Values

Our Core Values reflect our principles, beliefs, and culture. This is how we conduct ourselves with one another and with our clients.



Yanick Demers,
C.E.O.

R

RESPECT

Respect for ourselves guides our morals.
Respect for others guides our commitment.

O

OPTIMISM

Success is about having the belief,
positive attitude and dedication to
make ideas happen.

B

BALANCE

Make a living. Make a life.
Make a difference in this world.

O

ORIGINALITY

Create! Innovate! Simplify!

T

TEAMWORK

When we help and respect each other,
great achievements are possible.

E

EXCELLENCE

Quality is never an accident. It is always
the result of intentional efforts.

L

LEADERSHIP

Leadership is empowering others to
achieve more than they thought possible.