

Press Release
For Immediate Release

iHuayu now available on Android

16 May 2013 – iHuayu, an application designed for Singaporeans, is extending its reach with an Android version. The free application is now available for download on Google Play.

The application was designed to help Singaporeans manage beyond just daily conversations. With its database comprising more than 52,000 business terms and Singapore specific terms, iHuayu expands its users' vocabulary to support business conversations with their Mandarin speaking counterparts.

Some examples that can be found in the database include ERP, IPO, hedge fund and Workfare Bonus. The application generates and presents results in English, Chinese and hanyu pinyin, and allows users to search acronyms without having to spell them out.

The application was developed by the Promote Mandarin Council. With the Android version the resource will be made accessible for more Singaporeans. "We have been receiving feedback from smartphone users on other operating systems since we introduced the application last year. Recognising the demand, we are introducing the Android version to offer this resource to more Singaporeans," said Mr Seow Choke Meng, Chairman of the Promote Mandarin Council.

The iOS version, which was first launched in July last year, has also been upgraded. Existing users can access the latest version, which comprise the expanded database and improved user experience, by downloading the latest version from App Store (version 1.2.1).

iHuayu is developed in partnership with the Singapore Workforce Development Agency, supported by the Translation Standardisation Committee for the Chinese Media, the Media Development Authority and powered by Singapore's software enterprise GistXL.

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About the Speak Mandarin Campaign 2012/2013

This year marks the 33rd anniversary of this nationwide campaign that was first launched in 1979 by then Prime Minister Lee Kuan Yew. The objective then was to encourage Chinese Singaporeans to use Mandarin instead of dialects. Over the years, the campaign has shifted its focus to encourage Chinese Singaporeans to both embrace speaking Mandarin and enjoy an appreciation for Chinese culture and language.