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## NOVEL EFFECT CO-FOUNDER MELISSA HAMMERSLEY TO PRESENT AT VOICE 2019 IN NEWARK, NJ

TOPICS INCLUDE VOICE IN ADVERTISING, FUTURE FOR WOMEN IN VOICE

**NEWARK, NJ** – Melissa Hammersley, the Co-Founder and Chief Design Officer of the groundbreaking voice-interactive entertainment company Novel Effect, will participate in two presentations during the second annual VOICE Summit being held next week.

Hammersley will first take part in a VED talk. There, she will discuss her role as a female leader in the voice space and explore the potential of voice to enhance real-world media like books, television, games, and more.

She will also take part in the 45-minute panel discussion: *Advertising in the Age of Voice*. Together with Harish Goli (Pandora), Mary Alice McMorrow (Earplay), Steven Goldstein (Amplifi Media), and Stas Tushinskiy (Instreamatic), she will explore how businesses can enhance their engagement with consumers through emerging voice technologies. In particular, Hammersley will highlight voice-driven live activations and the positive impact they can have on brand perception through the unanticipated “aha” moment.

“It is exciting to be invited to speak at this highly anticipated, groundbreaking event,” said Hammersley. “I’m looking forward to sharing ideas and meeting others who are pushing voice technology forward.”

Hammersley’s VED Talk is scheduled for Tuesday, January 23 at 2:30 with her panel immediately following at 3:00pm on. The Voice Summit runs from July 22-25.

## ABOUT NOVEL EFFECT

Seattle-based Novel Effect is the leader in voice-driven media and entertainment. Through the use of voice, Novel Effect’s products blend physical and digital worlds to create immersive and interactive experiences across books, video and games. Founded in 2015, Novel Effect participated in the 2017 Alexa Accelerator, powered by Techstars, and has patented technology that was featured on Shark Tank. Their flagship app of the same name has received numerous recognitions including Webby, Cynopsis, Parents’ Choice and Mom’s Choice awards.

Learn more at [www.noveleffect.com](http://www.noveleffect.com)