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NOVEL EFFECT ANNOUNCES VOICE-DRIVEN SPANISH CONTENT AVAILABLE IN ITS AWARD-WINNING APP

iOS LAUNCHES THIS WEEK, ANDROID TO FOLLOW

Seattle, WA – Novel Effect, the groundbreaking voice-driven entertainment company, announced today the release of a new Spanish-language feature set on their **Novel Effect: Read Aloud Books** app. This release brings their patented reading platform, which plays background music and sound effects synced to a storyteller's voice as a book is read aloud, to millions of native Spanish speakers as well as those learning the language.

"Since our relaunch in March, the most requested feature from our users has been Spanish," said Melissa Hammersley, Novel Effect's Co-Founder and Chief Design Officer. "We are excited to have enabled some of the most-read titles in our catalog to work with their Spanish-language texts, expanding the power of reading aloud to millions of families and educators."

The Spanish-language feature set appears on 20 existing soundscapes in the app, including favorites such as *El Gato Ensombrado* (*Cat in the Hat*), *Chica Chica Bum Bum* (*Chicka Chicka Boom Boom*), *Corduroy* (*Corduroy*), and *La Idea Mas Maravillosa* (*The Most Magnificent Thing*). The feature set went live in iOS today with Android to come in late October. Additional titles are planned to be added throughout the school year on both platforms.

"The addition of this feature is a game changer for first-generation students who often lag behind on reading comprehension," said Melody Furze, Novel Effect's Director of Education. "The Novel Effect app now bridges that gap by allowing these children to share their in-school experience at home and engage with their parents in their native language!"

Update today and [browse the Spanish collection](#) on your mobile device. You can read try out free ebooks like Robert Louis Stevenson's "La Vaca" ("The Cow") and "La Luna" ("The Moon"), as well as poetry from Janet Wong and Sylvia Vardell's Friday Poetry Anthology series.

ABOUT NOVEL EFFECT

Seattle-based Novel Effect is breaking ground in innovative, entertaining, and immersive story-based experiences that seamlessly blend real-life and imaginary worlds. Their patented technology brings together the power of voice-recognition and the best creators in entertainment to add dimension and interactivity to the traditional media people enjoy together - books, television, film, games, and more.

Their flagship app of the same name has received numerous recognitions including Webby, Cynopsis, Parents' Choice and Mom's Choice awards and was recently named a Best App for Teaching & Learning by the American Association of School Librarians. Learn more at www.noveleffect.com