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#### FOR IMMEDIATE RELEASE

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### NOVEL EFFECT'S HEAD OF EDUCATION MELODY FURZE TO PRESENT AT INAUGURAL VOICE OF EDUCATION SUMMIT

FOCUSING ON VOICE AND LITERACY, STUDENT-CREATED PROJECTS

**BOSTON, MA** – Melody Furze, co-founder and Director of Educational Development at the voice-driven media company Novel Effect, joins an esteemed panel of presenters at the upcoming Voice of Education Summit being held August 7, 2019 at Emerson Paramount Center in Boston, MA.

In her 30-minute presentation, *The Implications of Voice and AI on Literacy*, Furze will discuss the importance that reading aloud has always played in early childhood development. She will further explore the growth in voice and AI technologies, highlighting how multimodal engagement helps students with sensory disabilities and supports social-emotional learning.

"As a former educator myself, I'm excited to learn what others are doing in the voice space," said Furze. "I'm eager to find new ways to work together with this great group of innovators to empower administrators, librarians and teachers to inspire a lifelong love of learning from an early age."

Furze will also talk for the first time about Novel Effect's newest program, The Student Soundscape Project, which is currently in pilot phase. The first wave of student creations were released earlier this Spring with approximately two dozen classrooms on board for the Fall cohort. Those interested in participating in the Spring cohort can submit a request for information [here](#).

Furze's presentation is scheduled for Wednesday, August 7 at 2:45-3:15 on the Robert J. Orchard Stage.

#### 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. Most recently, the app was named Best App for Learning by the American Association of School Librarians.

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

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