FOR IMMEDIATE RELEASE – JULY 31, 2008 Contact: Angela Mitchell

admitchell@nextup.com or (904) 982-8043



2668 Lewisville-Clemmons Road Clemmons, NC 27012

TextAloud Brings Lectures to Life for Busy Stay-at-Home Mom and Returning Student

Text to Speech Brings the Classroom to the Home, and Proves the Ultimate Multitasking Tool

CLEMMONS, NC – Like many parents in today's hectic and fast-paced world, **Adrien Curry** is constantly seeking new solutions to managing her time even while juggling a multitude of tasks for kids and home. A teacher and dedicated stay-at-home parent of five, as well as a student pursuing a Master's in Waldorf education, Adrien wanted to find a tool that would help her study her online college lectures while keeping an eye on her young children at the same time. After a search for Text to Speech (TTS) solutions, Adrien came across **TextAloud** software from **NextUp Technologies** (http://www.NextUp.com).

TextAloud is simple to use PC software that enables users to easily turn text into naturalsounding speech audio files that they can listen to aloud anywhere, from the computer, to the car, or using any one of a number of popular portable devices such as the iPod[®], iPhoneTM and more. With *TextAloud*, reading from books, websites, e-mail, and beyond becomes truly portable for listening enjoyment anywhere the user goes.

The software proved to be easy to install on Adrien's PC, and was an immediate success at helping with her schooling, allowing her to export her lectures, assignments, articles and more to audio files that she could listen to even while she cared for her young children, managed the house, ran errands, and more.

"It's a lifesaver!" comments Adrien. "I have several lengthy online lectures for class, and *TextAloud* works really well to help me watch my kids and listen to the lectures instead of tiring out my eyes from being glued to a screen."

TextAloud Brings Lectures to Life for Busy Stay-at-Home Mom Page 2

It also quickly changed her view on Text to Speech. "I'd tried some Text to Speech about nine years ago, but was turned off by the funny-sounding, cartoonish voices," she admits. But *TextAloud* quickly showed Adrien how much things had changed, with its easy, natural-sounding voices, and she settled on some British-accented optional premium voices as her favorites. "The voices are very warm, and make listening easy."

TextAloud proved useful to Adrien not only in listening to required college lectures, but also in her evaluation of other students' work, which is another important yet often time-consuming aspect of her studies. "In this area, *TextAloud* easily saves me one to two hours a day," she comments. The program also proved valuable in providing relief from extensive headacheinducing time at the computer. "I would definitely recommend *TextAloud* for anyone who gets fatigue symptoms from computer time," she adds. "*TextAloud* also helps me proofread my own work -- it especially helps when my eyes are tired, but my ear readily picks up grammatical errors I would otherwise miss, and sometimes helps me hear where I could reword my thoughts better, too."

While *TextAloud* proved to be invaluable to Adrien in her life as an online student, she soon found other uses for the software in her daily life, as well. "With *TextAloud*," she laughs, "I can listen to e-mails, fold laundry and make sure my toddler and baby are not eating cat food -- or thinking that the kitty litter is a new sandbox!" She has also enjoyed involving her children in the technology in fun ways as well. "The kids will type in funny things for the software to say, and everyone laughs. It's been fun introducing them to this kind of technology, and it gets them interested in their typing skills too!"

Adrien's favorite aspect of *TextAloud* is the software's flexibility when it comes to controlling the sound and speed of the spoken material. "The pitch and speed control are very helpful," she adds. "I like being able to change it around to keep it from being monotonous." The 'pause between sentence' feature is also a favorite of hers, as it helps her to integrate her thoughts while

listening to a reading. "Also, in those times when I feel sleepy but know I should get some reading in, a higher-pitched voice keeps me more alert."

Adrien is now sold on Text to Speech technology and its usefulness, whether in the school, in the home, or in the workplace. "I'm more productive at school and more relaxed in my home," she comments. "But I *really* knew Text to Speech was a valid means of communication when I found myself practically rolling on the floor laughing while listening to some entertaining anecdotal reading read aloud by the software. *TextAloud* is excellent!"

About TextAloud

Highly useful for students, scientists, writers, business people, students and people from all walks of life -- *TextAloud* has been featured in *The New York Times, PC Magazine, Writer's Digest*, on CNN, and more. Hailed by critics and users alike, *TextAloud* is priced from \$29.95, and is compatible with systems using Windows[®] 98, NT, 2000, XP and Vista. *TextAloud* also works seamlessly with iTunes, for easy synching with iPod[®], iPhoneTM, or other iTunes-compatible portable audio players. The program is available for fast, safe and secure purchase via <u>http://www.NextUp.com</u>.

NextUp.com also offers *TextAloud* with optional premium voices from **AT&T Natural Voices™, Nuance[®], Acapela[®]** and **Cepstral[®]** for the most natural-sounding computer speech anywhere. Available languages include U.S. English, U.K. English, Indian Accent English, Scottish Accent English, Arabic, Cantonese Chinese, Mandarin Chinese, Czech, Danish, Dutch, Belgian Dutch, Faroese, Finnish, French, Canadian French, German, Icelandic, Italian, Japanese, Korean, Norwegian, Polish, Brazilian Portuguese, European Portuguese, Russian, Castilian (European) Spanish, Latin American Spanish, Mexican Spanish, Swedish, and Turkish.

About NextUp.com

NextUp.com, a division of NextUp Technologies, LLC, provides award-winning Text to Speech software for consumers, professionals, businesses, educators, and those with visual or vocal impairment, or learning disabilities.

TextAloud Brings Lectures to Life for Busy Stay-at-Home Mom Page 4

In addition to *TextAloud*, NextUp.com markets other innovative Windows software designed to save time and deliver vital information. NextUp *Talker* is an easy and affordable program that allows people who have lost their voices to use the latest in high-quality computer voices to communicate with others.

Evaluation copies of *TextAloud* are available upon request. For more information on NextUp.com or *TextAloud*, or for other case studies involving users ranging from writers, editors, and teachers, to students, entrepreneurs, firefighters, doctors, lawyers, truck drivers, musicians, and more, please contact publicist Angela Mitchell at **(904) 982-8043** or via *Admitchell@Nextup.com*.

All companies and products referenced in this press release are the trademarks of their respective owners.

###

Media Contact:

Angela Mitchell Paranoid PR (for NextUp.com) (904) 982-8043 <u>Admitchell@Nextup.com</u>