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Contact: Rick Ellis
rdellis@nextup.com

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



2668 Lewisville-Clemmons Road
Clemmons, NC 27012

***TextAloud* Software Helps Photo Rep Stay Focused**

Leading Text to Speech software helps NYC producer and photography rep to manage workload and maintain flawless communications for high-fashion clients

CLEMMONS, NC – As the principle of a high-fashion photo rep firm in New York City, as well as a successful reality TV producer, **John Turner** must manage his busy schedule down to the microsecond. To assist him in maintaining his heavy workload (and focus), as well as the quality of communications, Turner chooses the leading Text to Speech program *TextAloud*, from the minds at **NextUp.com** (<http://www.NextUp.com>).

Priced from just \$29.95, *TextAloud* is the popular and easy to use software program that enables PC users everywhere to turn their text files into natural, human-sounding speech. *TextAloud* not only exports written text into spoken audio, it also exports that text into sound files that can be listened to anywhere, from the MP3 player, to the iPhone®, car, or office. Proving an especially strong resource for those with hectic schedules like John, *TextAloud* flexibly converts text into enjoyable speech from virtually any text source, from e-mails, websites, documents, and text files, to PDFs and more.

"I've had *TextAloud* for five years, and use it to check every piece of e-mail and correspondence that goes out," comments John, who first began using *TextAloud* when he started conducting more and more of his business via e-mail – a trend that only increased with his TV producing work as well. "My brain is faster than my hands, and I found that I was sometimes missing words in my e-mails," he explains. "However, I didn't always catch the errors, as when I reread them my brain would actually substitute the missing words. Only by using *TextAloud* did I discover my mistakes -- it was an eye-opening experience." Turner quickly began using *TextAloud* on a routine basis, not just for reviewing his e-mails, but for his other documents, too.

“*TextAloud* helps me to really ‘hear’ the tenor of my writing,” adds John, who says the program is like having “a highly useful on-site editor that is able to support me in checking the tone, tenor and grammatical accuracy of my written documents.” With a firm that represents a number of high-fashion photographers, and with clients including some of the biggest names in fashion and beauty, flawless communications are a must for John at all times. Those standards are equally vital for his TV producing work, as well, with all communications meeting a high professional standard for readability and professionalism in every way. “Working alone at my desk, *TextAloud* often serves as a kind of personal assistant that reviews my work for me anytime I need it,” he adds. “In listening to this assistant, I’m able to hear the mistakes I have written and to often improve the intent of my communications.”

John’s favorite aspects of the *TextAloud* program include its ease of use, as well as its array of enjoyable and varied Premium Voices, which are available for preview and purchase by *TextAloud* users directly from the NextUp.com home page. “I actually switch voices often,” John comments. “It just depends on what mood I’m in. I particularly like the Nuance RealSpeak™ voices right now – several of their voices sound absolutely amazing.”

TextAloud remains a mainstay in John’s work routine as one of his most helpful software programs and business tools. He sums up his feelings succinctly: “I rely on *TextAloud* to check every piece of e-mail and correspondence that goes out. I love this program, and always keep it current.”

About *TextAloud*

A highly useful PC program 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* can even be listened to on TV, using TiVo’s® Home Media Option, and works seamlessly with iTunes®, for easy synching with iPod®, iPhone®, or other iTunes® compatible

portable audio players. Best of all, unlike prohibitively priced gadgets or eReaders, *TextAloud* doesn't require special hardware of any kind. The program is available for fast, safe and secure preview and purchase via <http://www.NextUp.com>.

NextUp.com also offers *TextAloud* with optional Premium Voices from **Nuance**[®], **AT&T Natural Voices**[™], **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, Basque, Catalan, Cantonese Chinese, Mandarin Chinese, Czech, Danish, Dutch, Belgian Dutch, Faroese, Finnish, French, Canadian French, German, Greek, Hindi, Icelandic, Irish, Italian, Japanese, Korean, Norwegian, Polish, Brazilian Portuguese, European Portuguese, Russian, Castilian (European) Spanish, Latin American Spanish, Mexican Spanish, Swedish, Taiwanese, 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.

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 enables people who have lost their voices to use the latest in high-quality computer voices to communicate aloud with others.

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

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Media Contact:

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