



FAQ FOR TALES2GO

What is Tales2Go?

Tales2Go is an innovative new subscription service that gives moms and dads instant access to over a thousand great kids' stories from leading audio publishers and storytellers to stream, on-demand, to their iPhone or iPod Touch.

What is the mission of Tales2Go?

To spark kids' imaginations and utilize cutting edge technology to bring back the simple pleasures and rewards of storytelling to everyday life, by making audio stories easily accessible, on-the-go and affordably priced.

Why should I subscribe?

Tales2Go gives you instant, on-demand, and unlimited access to nearly a thousand great kids' audio stories to stream to your iPhone or iPod Touch, to play in the car..., at the doctor's office..., during quiet time at home..., or to listen to anywhere, at anytime.

We feature the best in kids' audio stories, from trusted audio publishers and dozens of award-winning storytellers. Great for kids 3-11 (and the whole family), the Tales2Go library includes classics, folktales, fairytales, myths, and kids favorite book series and characters. And we're adding more every day.

Tales2Go is great value at \$24.99 for an annual subscription (or roughly \$2.00 per month) – saving you time, effort and money vs. purchasing multiple story CDs or downloads. And with Tales2Go, there are no one-off purchases to get the next story.

Why do you like to play Tales2Go in the car?

There is nothing better than kids mesmerized by a good audio story while mom (or dad) is trying to drive!

Where do I get Tales2Go and how do I put it on my phone?

Go to the Apple App store and search for Tales2Go. You can access the App store on your iPhone or iPod Touch. You can also sign up for Tales2Go through our website (www.tales2go.com), which allows you to send an sms text to your phone, which then links to the Tales2Go app in the Apple App Store.

How do I start listening to Tales2Go?

Tales2Go makes it easy to search for and play a story. Launch the app on your iPhone or iPod Touch and then choose a story by age, grade, story type, etc.; a list of stories will be generated according to your search criteria (including searching for a specific title). Then press play on the particular story you want to listen to...it's that simple! Listen to the story however you like: on the iPhone/iPod Touch speakers, through an auxiliary jack on your car radio/speakers, with headphones, with portable speakers, or in a docking station.

Can I save my favorite stories?

If you want to classify a story as a favorite, press the star icon directly above the volume bar in the player. This adds the story to your "list" of Favorites. To access your list of Favorites, press the starred Favorites icon in the navigation bar located at the bottom of the app.

In what locations can I play Tales2Go?

Tales2Go can be played anywhere the iPhone works (e.g., WiFi, AT&T's Edge and 3G networks).

Can I use Tales2Go on my iPod Touch?

Yes, Tales2Go will work on your iPod Touch when you are connected to a WiFi network, or on carrier networks if you have an appropriate connection device (e.g., Verizon Aircard).

What are some possible uses of Tale2Go?

The possibilities are endless...

- In the car – during carpool to and from school, quick drives around town, longer trips to hockey practice, or on long road trips, e.g., to grandma's house, during the holidays, for Spring break, over Summer break...
- Waiting in the doctor's office
- Waiting in line at the grocery store
- Waiting in the airport for your flight (the launch version will not work in flight)
- At the kitchen table during kid's meal time
- During quiet time, or alone time with earphones
- When the kids are doing an art project, or a cooking project
- Our son has been known to walk around the house with Tales2Go playing

What if I only have 10 minutes to listen to a story?

We have a story for that! You can choose any story that fits your time constraints whether you have 3 minutes or 3 hours.

What if my iPhone rings?

If your iPhone rings, the phone call will temporarily interrupt your story. But, once your call is finished, you will return directly to the app to the point in the story where you left off.

What are the minimum requirements to run Tales2Go on my iPhone?

Tales2Go can be run on any version iPhone. The iPhone must have OS version 2.2 or later installed. Tales2Go is compatible with iPhone OS 3.0 as well.

What is the average duration of the stories?

Story lengths range from minutes to 5 hours.

What major audio publishers are on the service?

Tales2Go gets its stories from trusted audio publishers:

- Recorded Books
- Scholastic
- Audio Bookshelf
- Audio Holdings
- August House
- Oasis Audio

Which storytellers are on Tales2Go?

Tales2Go has partnered with a wide range of award-winning storytellers, including:

- Charlotte Blake Alston
- Carol Birch
- Len Cabral
- Regi Carpenter
- Jim Copp & Ed Brown
- Willy Claflin
- Alton Chung
- Donald Davis
- Leeny Del Seamonds
- Diane Ferlatte
- Lyn Ford
- Bill Harley
- Cindy Killavey
- Baba Jamal Koram
- Bil Lepp
- Syd Lieberman
- Jay O'Callahan
- Michael Parent
- Connie Reagan-Blake
- Dovie Thomason
- Valerie Tutson
- Jim Weiss

Who are some of the celebrities narrating the stories?

Many of the stories are narrated by famous voices that you know and love such as Tom Bosley, Ed Begley, Jr., Margot Kidder, Julie Harris and Tony Roberts.

What are some of the educational benefits of listening to stories?

While listening to stories is entertaining, studies have shown that children gain a variety of benefits from listening to audio books and stories such as broadening vocabulary, building attention spans and strengthening thinking skills. Specifically, audio books help:

- Strengthen listening and comprehension skills
- Teach the proper pronunciation of words
- Help kids “see” a story by using their imagination instead of pictures
- Motivate kids to read more
- Introduce new authors and titles
- Reinforce that books are a source of entertainment and pleasure
- Engage a child’s interest in a different way than when a parent reads aloud, and
- Provide fun for the whole family!

What are some planned enhancements for future versions of Tales2Go?

Tales2Go is planning several enhancements for future versions of Tales2Go:

- Caching. The ability to store several hours of previously streamed stories to be able to listen to Tales2Go on a plane, or beyond a carrier or WiFi network.
- Sharing. Future versions of Tales2Go will allow moms to email, Twitter or Facebook a particular story to friends, which with a free trial, will allow those friends to share in the benefits of the Tales2Go experience.
- Foreign Languages. Tales2Go plans to offer foreign language stories in future versions of the app.

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