

VoKnow Custom Talk Radio – A New Mobile Audio Experience

VoKnow is a mobile audio application that reads articles, tweets and other Internet text content to listeners. Unlike other mobile audio applications, it is not limited to pre-recorded audio content; it can read any text content a listener chooses to follow.

Who uses VoKnow

VoKnow is for people who want to hear, rather than read, news on topics or from sources of their choice. It's especially useful to commuters and travelers who want to keep on top of business and personal interests, but can't be distracted by reading. It's also an alternative to music while working and recreating.

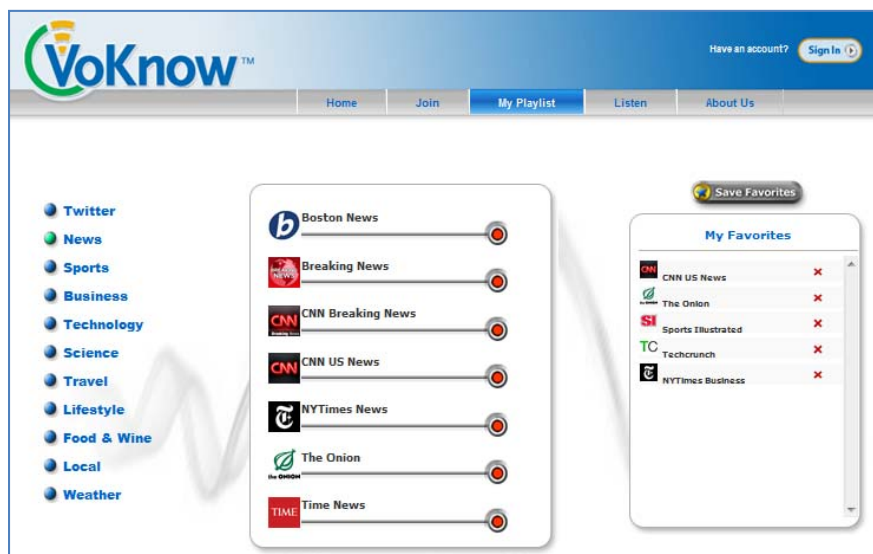


How VoKnow works

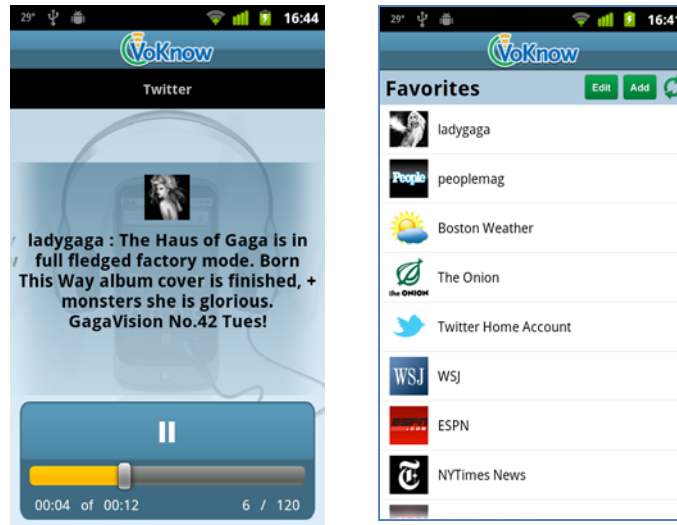
- Listeners visit www.voknow.com or download the VoKnow app to their Android device, iPhone or iPad.
- Next, the listener chooses which news sources and/or Twitter accounts they want to follow.
- Then, whenever the listener runs the app, VoKnow retrieves current news from the person's favorite sources and reads it aloud using text-to-speech technology

What can people listen to?

With VoKnow's standard news content feeds and with Twitter as a content source, there is no limit to what kind of playlist listeners can create. They can listen to business news, weather, local news, tweets from friends, family, celebrities, companies and so on.



VoKnow Web Version – Choosing News Source Favorites



VoKnow Android Version – Listening to an article Tweeted by Lady Gaga, and editing the listener’s list of Favorite news sources

What’s next?

- VoKnow continues to add new content choices for listeners.
- VoKnow will enable people to share interesting stories they hear with friends.
- Playback will soon become voice interactive so people can skip and re-play items, hands-free.
- VoKnow will support mobile WiFi application platforms accessible to bus, rail and automotive commuters

How was VoKnow founded?

VoKnow was founded by VoKnow CEO, [Frank Qiu](#), in 2010. As a daily rail commuter who suffered from motion sickness when trying to read on the train, Frank was inspired to create a new way to deliver personalized news content to people over the web.

VoKnow business model

VoKnow is currently focused on signing up listeners and getting feedback from them to help improve the service. Eventually, VoKnow will generate income by delivering audio content from advertisers.

VoKnow funding

Thus far, VoKnow has been funded by the company principals. VoKnow expects to raise an initial round of venture funding this year.

VoKnow competition

VoKnow competes with other traditional and newer web-based mobile audio entertainment.

VoKnow is the only custom talk radio app that provides an alternative to music and an unlimited capability to personalize what kind of real-time content is played back.



For more information

For further information please visit www.voknow.com or direct press inquiries to:

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