

PRESS FILE

The first talking book developed by DelaVox Technologies

"The most important thing is to retain the look of the book and then add the dimension of sound", emphasises Jean-Marc Nussbaum, the inventor, in explaining what led him to make a patent application for the talking book. Neither a toy, nor accompanied by an Audio CD, the talking book independently enables children from the age of 3 years old to discover reading...

A talking book ? That's not a new idea! In an increasingly technological society, we seem to think that everything we need already exists. In the age of video game consoles and the Internet, it is difficult to escape the one-upmanship between manufacturers. Parents find it ever harder to choose what is best for pleasing their dear little ones. Of course, talking toys have been around for a long time ! These toys, often complex, now look more like computers rather than anything else. So, you think a talking book is new ?! Even though enormous choice is already available, nobody has yet thought that the technology could be made inconspicuous enough to fit into a real book without detracting from its contents. So, without longing for the "good old days" of our childhood or that of our parents, we can simply give nice books new appeal.

DelaVox Technologies offers its talking book process to publishers' editorial departments.

Whether bought in a bookshop or in the book department of a store, a lovely book is a present always appreciated even by the youngest of children. **At the age of 3 or 4 years old, a child who cannot yet read, quickly learns that by touching the page of this new book, it will read him the story.** Thus, the child will have, when he wants and by himself, a voice which will help him to understand the tale. As triggering playback is started at his own initiative, he can choose not to listen to the recorded sound and instead, just as with a conventional book, let his



imagination and the magic of the pictures transport him. In the same way, **the system has been designed to retain the special relationship with a grown-up who continues to be able to read the book with the child** without being interrupted by the sound starting up at the wrong moment. Without making any educational claims, this system, which makes the child more independent, can help him make the link between writing and the meaning of the text. **Each page can be fitted with a small tactile zone** which does not need to be pressed hard, but only requires the light touch of a finger. As this zone can be put anywhere in the page, pictures can have sound and this intensifies the atmosphere desired by authors. The triggering system is so well-hidden that the pages of a talking book can be of the normal kind, very fine and flexible, or card, according to the publisher's wishes.

Despite the fact that DelaVox Technologies is a young company, this has not prevented it from winning over some of the big leading

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European publishers of children's books, who have embarked on this venture. At the forefront is Gallimard Jeunesse who decided in 2005 to start this first project with DelaVox Technologies.

The first talking book will be on sale in October, 2006, in readiness for the end of year festive season.

The authors of "Penelope", Anne Gutman and Georg Hallensleben, were delighted with the potential that this innovation provided them with and started to think up and write a story made-to-measure.

"Bon Anniversaire, Pénélope !" (Happy Birthday, Penelope !) will come out in October in readiness for the end of year festive season ■

DelaVox Technologies, a new company for the European market.

DelaVox Technologies is the commercial trademark of a limited company (British equivalent of the S.A.R.L. in France) called Once Upon a Voice.

5% of European publishers hold 62% of the children's books market. The French founder decided that an English-speaking set-up would enable commercial dealings in Europe. "The choice of a limited company was also prompted by its ease of management, making it more appropriate considering the time required for promotion and marketing, which is particularly long in publishing," explains Jean-Marc Nussbaum.

Presently, the company is about to open up a French branch and is looking for investors to help it put its business plan into action.

All information about the company can be found on the site:
www.delavox.com
Contact us:
contact@delavox.com

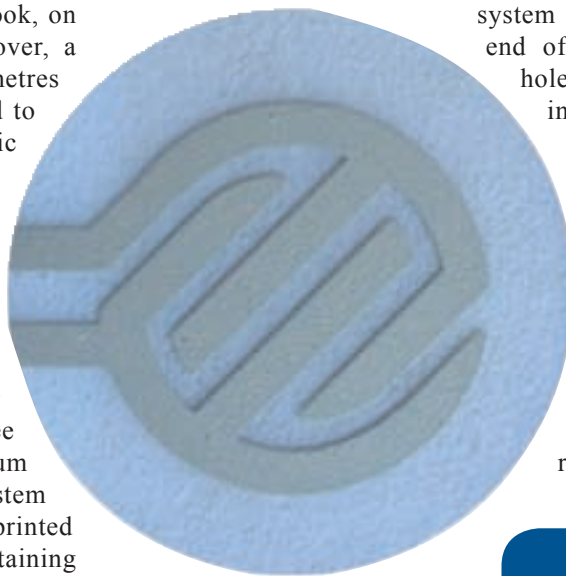


How does it work ?



A finger lightly touches the tactile zone on the book's page and, as if by magic, instantly there is sound. Based on the body's ability to conduct electricity, triggering only requires a light contact on the zone. The memory can contain 2 to 30 minutes of sound. There can be 1 to 30 contactors fitted. Three 3V slimline batteries supply the unit.

In the spine of the book, on the inside of the cover, a space of a few millimetres thick has been allotted to contain the electronic system and the little speaker. All that remains visible is a card flap on the inside back cover, under which is a discreet cover affixed by a little screw, enabling you to change the three slimline 3V lithium batteries. The system itself is made up of a printed circuit and a chip containing the programme and the memory in which the sound recordings are stored. Inserted into the pages of the book, the



system in the cover. At the end of the strips, a round hole has been designed into the page allowing for the tactile zone. (Cf. illustration). The triggering is of the capacitive type, i.e., the very weak electric conduction properties of the skin enable triggering of the relevant sound recordings ■



The contactor is accessible on the page...



The finger lightly touches the contactor.

conductive ink strips are printed onto thin plastic bands, which are themselves linked to the

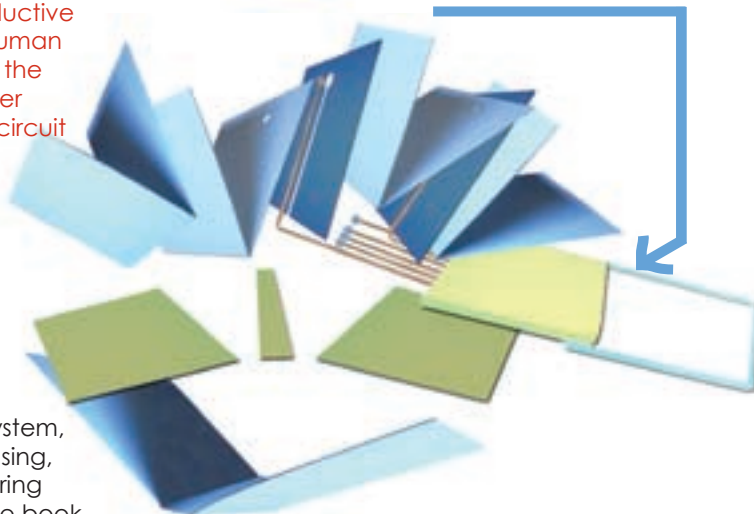
Safety Standards

The electronic system inserted into the cover, and the whole of the book, undergo EC certification and meet the current standards for products intended for children of over 3 years old.



Thanks to the conductive properties of the human body, on touching the contactor, the finger makes an electric circuit and triggers sound playback.

The electronic system, the contactors, the battery holder and the speaker are fitted into a housing with a cover for changing the batteries...



...the electronic system, enclosed in its housing, is incorporated during manufacture of the book.



The system is totally invisible in the back cover of the book.



The pages remain very flexible despite the presence of the contactor.

All information about the company can be found on the site: www.delavox.com
contact@delavox.com

« Bon anniversaire, Pénélope ! » (Happy Birthday, Penelope !)

A lovely book which talks, ready for the end of the year

Gallimard Jeunesse, la prestigieuse maison, continue d'innover en prenant le pari d'être le premier éditeur à se lancer dans l'aventure du livre parlant. « Bon anniversaire, Pénélope ! », dont la sortie est programmée en octobre 2006, permet aux jeunes enfants de faire un petit tour du monde du sujet.

It is appropriate at this point to applaud the initiative of this large publisher for having faith in such a new enterprise, above all for the interest in the project. When Hedwige Pasquet found out about the invention, it was only in its prototype stage. Nevertheless, the managing director of Gallimard Jeunesse decided it was worth working on, because she was attracted by the innovative and original concept. The prototype was presented to the creators,

Anne Gutman, authoress, and Georg Hallensleben, painter and illustrator. The "parents" of the Penelope character, who is having increasing success with the very young, were quickly won over by the talking book concept. They took this great opportunity to think up and produce a lovely birthday story.

Penelope makes a mini-tour of the world by 'phone on her birthday.



Penelope, the little blue koala bear, is at home and it is her birthday. On this day,



she receives many telephone calls from her uncles and aunts who live in a variety of countries such as Mali, Greenland, China, Morocco and Italy ! All these calls teach her how to say "Happy Birthday" in each language. It finishes up with a party where all her friends sing "Happy



Birthday" together. There are some very imaginative illustrations, real paintings, which take the child on an imaginary journey.

Simply give nice books new appeal.

The authors have chosen to use sound to full advantage as a completely independent dimension to the story. Thus, the text on the page is not that which is recorded.

Therefore, the book can be read in several different ways. When alone, the young child can enjoy the pictures and also the sound if he wishes. When the adult is with him and reads the printed text, together they can listen and talk about the greetings Penelopes receives from the other side of the world. Hence, the sound is used here as a supplementary narrative aspect which does not interfere with the text. Most importantly, it is a really lovely book ■



« Bon anniversaire, Pénélope ! » (Happy Birthday, Penelope !)

Publisher: Gallimard Jeunesse

Authors: Anne Gutman et Georg Hallensleben

Book format: 248 mm x 298 mm

Retail price: 21 euros

Available in bookshops and in some department stores

For more information: : www.gallimard-jeunesse.fr

Note Page

From Minitel to the talking book.

Jean-Marc Nussbaum, the inventor of the talking book, is above all a communications man. Publicist by training, he “fell” into telematics at the beginning of his professional career. In 1992, he founded his first company, an Audiotex server centre. He took part in the Internet adventure as project manager at Suite 1024 (now Imaginet) which was then in the FranceNet group. However, what he really likes, is to combine several media. After having been Multimedia project manager for the decoration magazine Côté Sud, he started his own journal in 2002, JASSOCE, a bimonthly publication about community action. At 44 years old, Jean-Marc Nussbaum decided to concentrate on perfecting his idea of the talking book for young readers. Over the period of a year, the experience of creating this new enterprise took him from Paris to Peking passing through London and Berlin. Today, several large European publishers are interested in his innovation. At the present time, he is looking for financial partners to achieve his commercial objectives.



All information about the company can be found on the site: www.delavox.com or contact@delavox.com