



The Magical Book Reader

1 Julie's dad is flying on business tomorrow. Tonight, before he begins reading her a bedtime story, he presses the "REC" button on her new Sparkup.



2 Sparkup records his voice and scans the pages as he reads, matching his recorded voice to each page.



3 When Julie misses her dad, she attaches her Sparkup to the book he recorded and follows along as Sparkup reads the story aloud in her dad's voice.



The Sparkup® Magical Book Reader is an innovative gadget that encourages kids to fall in love with reading and their books. You, grandma or anyone else records your voice reading any picture book with Sparkup attached. Your child then takes that book and turns the pages as Sparkup reads aloud, in your voice. Sparkup makes reading fun and interactive for the entire family.

The Spark

In a world filled with TV screens, tablets and smartphones, Sparkup celebrates the magic of books—real books. Families and kids can personalize their own recordings or download stories read by professionals from Sparkup's website. Sparkup helps kids read independently, serves as a teaching tool in the classroom, assists the visually-impaired and those with special needs, and keeps families connected anywhere in the world. It can store up to 50 books and record in any language.

How It Works

Sparkup's proprietary visual recognition technology enables the Magical Book Reader to "see" and "read". A tiny camera scans each page and links the recording to the corresponding page. As the child turns the pages, even out of order, Sparkup identifies the correct page and reads the text aloud. Downloaded content comes pre-linked to each page, enabling kids to set the pace.

Why It Will Succeed

Printed books are the most popular gift item in the world for children. While adults love their e-readers, digital kids' books account for less than 3% of the global children's book market. Sparkup does not require the addition of inserts or specially-printed books, nor is it limited to recording just a single story.

North American Launch

The Sparkup Magical Book Reader will launch in North America in October 2013 following the successful market acceptance test during QVC's "Christmas in July" event held on July 2013.

About Sparkup Ltd.

Sparkup, founded in 2010, is a technology and design company based in Israel. Sparkup's investors and management team are passionate about finding tangible solutions to the challenges facing story time and playtime in the digital-virtual era.