

To: Mart Doyle: CEO
From: Ally Guilford
Date: 19 April 2012
Subject: Read-To-Me

Reportedly, millions of American adults prefer audiobooks to physical books. However, most modern-day consumers are purchasing the Amazon Kindle for ease of use when reading. I propose creating an application for the Kindle that would not force sacrificing one of these popular demands. Read-To-Me will enable text-to-speech reading of a book, newspaper, or document that is already downloaded on one's application. By charging \$9.99 per application, our company revenue will greatly multiply with the Read-To-Me's large potential customer base seen below.

Read-To-Me is different from an audiobook because a customer can switch between reading and listening to a book. If a child was learning to read and they were unsure of a word's pronunciation, they could use the Read-To-Me application to learn. To reach an older audience who may have bad eyesight, books and news stories can still be enjoyed by enabling audio through one simple press of a button. Even adults who have very little free time will be able to listen to their favorite books while multi-tasking. This audio will be able to vary in speed and language in order to be a customizable to the customer's preferences. Because Read-To-Me will be sold as an add-on to a user's Kindle, beginning the audio reading starts simply with the press of a button and is easily customized through the settings menu.

There is a very broad potential customers for this application including the elderly, kids and adults learning to read, and those who prefer the convenience of audiobooks. I propose selling the application for the Amazon Kindle at a price of \$9.99 per user. Amazon will take care of the marketing and downloading of the application because it will be sold through Kindles. Potential threats may arise from dissatisfied customers whose battery drains quickly. If we do begin to see real threats, our company could work on a new battery-efficient version for the future.