From: Brittany Cougle
To: CIO Mart Doyle
Subject: Kindle Read-Along App

Many parents today do not have the time to read books with their children, which is why I suggest we develop a text-to-speech reading app that will allow children to listen to audiobooks while reading along with the speaker. With a price of $9.99 per book, we can see significant revenue due to our large potential customer market.

The Kindle Read-Along app allows users to physically read the book as the Audiobook speaker reads the book to users. Users have the option to have the text highlighted as the reader reads the text, which is perfect for young children who are learning to read. Users can also use the touch feature of the Kindle to select certain words or sections of text for the Audiobook to read. This will also help young children to sound out words that are unfamiliar to them. Finally users will be able to select the language and the speed at which the reader reads. This will help students who are learning a new language and wish to read and hear the language simultaneously, and it will allow them to learn at whatever speed works best for them.

With the Kindle Read-Along app, users can add the text-to-speech feature to any book for a price of $9.99. This app will appeal to a very large market because it can help children learn to read and it can help teenagers and young adults to learn a new language. With this large potential customer base, we have the opportunity to see significant profits from the Kindle Read-Along app.