

## Exhibitor Press Release

Novel Effect is excited to be a part of the 2018 ALA Midwinter Conference! At Novel Effect, we love children's books and we know you do too. Novel Effect makes everyone a great storyteller by providing real-time, voice activated sound effects and thematic music that play along as you read your story aloud. We're dedicated to creating an immersive story time experience for you and your audience. Librarians all over the country are using Novel Effect and raving about it. Download Novel Effect for free on the App Store now!

Novel Effect is on a mission to change the way stories are told. We blend the old-fashioned books families and storytellers already know and love seamlessly with interactive content that doesn't overwhelm and distract. When you use Novel Effect during story time you incorporate the time-honored tradition of reading books aloud and modernize it for audiences raised in the digital age. The patent pending technology adds theme music and sound effects as children's books are read aloud using real-time voice recognition. Novel Effect brings families, educators and storytelling together, face-to-face, using technology as a complement, not a distraction. Novel Effect is based in Seattle, WA and was founded in 2015. To learn more about Novel Effect and put a little story time magic up your sleeve come visit us for a demo in the Mobile App Pavilion and online at [www.noveleffect.com](http://www.noveleffect.com). We can't wait to read stories with you in Denver!