



# Daisylezer app

an easy and attractive way to read Daisy audiobooks on your mobile or tablet

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# DaisyReader App (DaisyLezer)



- Content
  - History
  - How does it work
  - First response from users
  - Next steps

# History of Daisylezer app



- Daisy hardware player and Daisy cd rom
  - Daisy online player and streaming service on PC
  - Daisy online Protocol
- Users were asking for mobile solution:
- Daisylezer app with streaming of 40.000 books



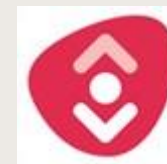
# Main features Daisy lezer app



- Full search and play functionality for mobile platform:
  - Searching in online catalogue
  - Personal list on bookshelf
  - Direct stream from bookshelf
  - Daisy navigation
- Works with iPhone/iPad,
- Multilingual
- Works well with Apple's VoiceOver functionality
- Reduced costs for supplier and user



## How does it work: Registration and Log-on



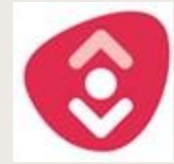
iPad 16:14 53% 82%



**Loketaangepastlezen**

- Register first at library VIP 'Loket aangepast lezen'
- Download Daisylezer app from iTunes store, free of charge
- Activate with given password from library
- Available in NL and B

# How does it work: search in catalogue



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Naar de boekenplank **Aanwinsten**

Avonturenroman [7]	>
Bijbelse roman [3]	>
Biografie [16]	>
Blinden [3]	>
Christelijk [1]	>
Detective [12]	>
Dierenverhaal [6]	>
Familieroman [27]	>
Fantasy [4]	>
Gehandicapten [2]	>
Griezelroman [8]	>
Historische roman [18]	>
Homoseksualiteit [1]	>
Humoristische roman [8]	>
Indonesië [1]	>
Jeugdproblematiek [5]	>
Joods milieu [1]	>
Katholiek, Rooms-katholiek milieu [1]	>
Liefdesroman [16]	>
Literaire roman [5]	>
Niet ingedeelde roman [5]	>
Oorlogsroman [4]	>
Politieke roman [4]	>
Protestant-christelijk milieu [13]	>

- Find your book :
  - Search in online catalogue
  - Search in “new additions”

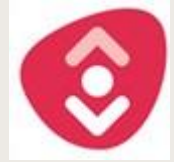
# How does it work : book details



- Book details:
  - ▶ Description of found title
  - ▶ Book duration
  - ▶ Preview: push play button
  - ▶ Add to Bookshelf



# How does it work: personal bookshelf

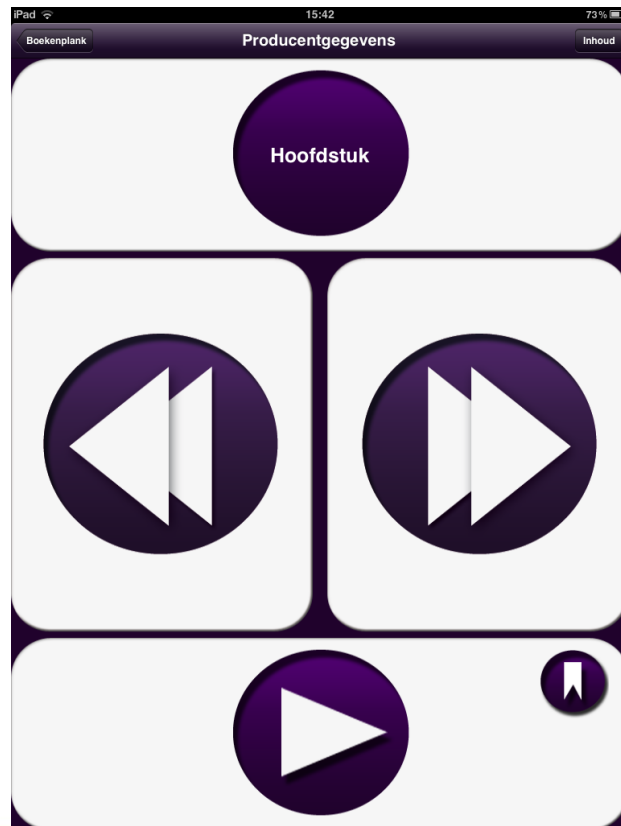


- Browse in personal bookshelf
- Stream your book from your own personal bookshelf:





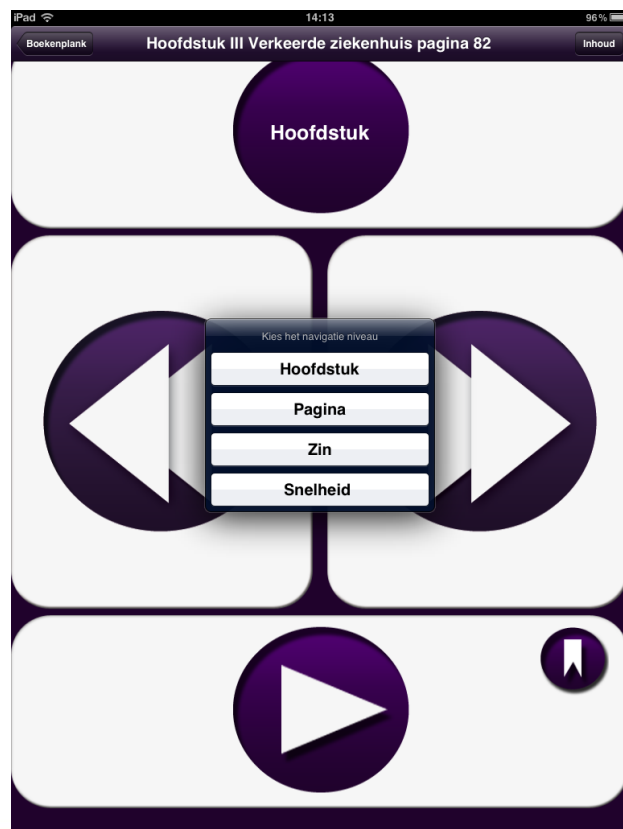
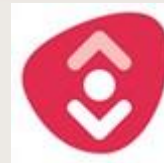
# How does it work: the player itself



- Daisy player
- Shows active content
- Navigation options
- Create Bookmarks

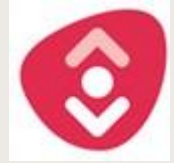


# How does it work: changing the settings



- Chapter
- Page
- Sentence
- Speed
- Buttons work for each navigation option

# First response from users



- Version 1 is launched in May 2012
- Until today 2000 downloads from Appstore
- Users call it a 'revolution'
- Users respond that it works very well



## Next steps



- Version 2 will be launched in August/September 2012
- Android version
- Marketing focus on educational channel: Dyslectics
- Project spin-offs:
  - Daisy app for school books
  - App for Hybrid books (textbook synchronised with human voice)



**live demonstration on request**

**Thank you for your attention**



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