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Findaway Introduces Wonderbook, the Read-Along by Playaway®

SOLON, OH (April 15, 2019) Findaway, a leading provider of digital technology solutions, today introduced Wonderbook, a new read-along format designed for circulation. Wonderbook combines an audiobook experience with a print book, creating an engaging and powerful literacy tool for library and school patrons ages 3-13.

The newest addition to the Playaway Products portfolio, Wonderbook features a Playaway-inspired pre-loaded audiobook player permanently attached to the inside of a hardcover book. Ideal for circulation, Wonderbook is self-contained and shelf-ready, requiring no additional packaging or parts to manage.

The Wonderbook content catalog features award-winning titles from the world's best children's book publishers including Penguin Random House, HarperCollins, Hachette, Scholastic, Weston Woods, Simon & Schuster, and Lee & Lo. The catalog includes a wide range of picture books, leveled readers, early chapter books, Spanish, and non-fiction titles including *Thank You, Omu!*, *Malala*, *IslandBorn*, *Big Nate*, *The Cazuela That The Farm Maiden Stirred*, *Before She Was Harriet*, and many more. The launch catalog also features exclusive audiobook productions, available only in the Wonderbook format.

“We’re incredibly excited to debut Wonderbook and change the way kids learn to read along,” said Brittany Gonzalez, Head of Marketing & Strategy for Playaway Products Group. “Studies show that when print and audio are combined, immediate recall in children increases to 100%. Wonderbook delivers a powerful experience that encourages a love of reading at every level.”

First of its kind and unique to Wonderbook, every read-along also includes a Learning Mode that prompts children with open-ended, narrator-led questions selected to spark imagination and boost comprehension. It brings a ‘story-time feel’ to the reading experience and facilitates a friendly dialogue between the child and the narrator.

Starting at \$39.99, Wonderbook features 10 hours of battery life and conveniently charges with a micro USB cord, standard for all Android devices. Patrons can choose to plug in headphones for independent listening or play Wonderbook through the high-quality external speaker. Within the audiobook experience, page-turn prompts, music, and sound effects create an immersive experience. And with the touch of a button Wonderbook can be reset and made ready for the next user.

To learn more about Wonderbook, visit <http://www.playaway.com/wonderbook/>

About Findaway

Findaway, The World's Audiobook Partner, has been revolutionizing the business of audiobooks since 2006. They first disrupted the CD-focused world of audiobooks with Playaway, a built-for-circulation audiobook player now used in 40,000 libraries, schools, and military installations globally. In 2013, Findaway advanced audiobooks in the downloadable and streaming space by launching Audio Engine, the world's largest B2B audiobook delivery platform. Now, Findaway enables every brand in the world to offer a complete audiobook collection to their customers and compete on a global scale. In 2017, with the goal of making every book in the world available as an audiobook, they launched Findaway Voices, an audiobook creation platform for independent authors and publishers. To learn more about Findaway and the Findawayers who make it all happen, visit www.findaway.com.