



## Vivid scoops distribution rights for Sparkup Magical Book Reader



January 16, 2014

New device to hit the UK in the autumn.

Vivid has signed up the distribution rights for Sparkup - The Magical Book Reader, which will launch in the UK this autumn.

Sparkup is a device that helps to enhance the love between children, their books and their families by adding another dimension to the reading experience.

The Magical Book Reader simply clips onto any picture book and, in three easy steps the child or parent can record the book themselves in any language. Personal touches can be added so the child can hear their parent's voice when they can't be around, or even download professionally recorded stories, complete with sound effects, directly from the Sparkup website.

Sparkup's proprietary technology enables the Magical Book reader to 'see' and 'read' using computer vision, with the Sparkup remembering every page it sees.

"We are all very excited about adding Sparkup to our portfolio," said Kerry Paternoster, senior brand manager at Vivid.

"Sparkup has a lot of potential as an entertainment device, but the most exciting aspect of the toy is how it assists in learning and it is a great way to breathe new life into books.

"If you enjoy reading stories out loud to kids, but find the fact that you might not always be available this is the perfect high tech alternative instead."

Sparkup will be supported from launch with a comprehensive marketing campaign including TV, online, print and PR.

# # #