



# Amplify your story

Using Digital Reading & Writing Innovation  
to Engage New Audiences

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**Paul Cameron,**  
CEO Booktrack



**Booktrack**  
SOUNDTRACKS FOR BOOKS

# Read with a soundtrack

## or create your own



Play Video

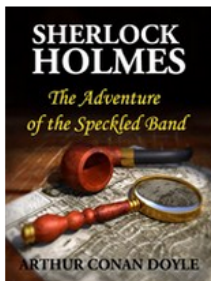


HIDE

### Start reading for free



#### Most Popular >



5362 Reads



596 Reads



5075 Reads



561 Reads



543 Reads



9380 Reads



1372 Reads

# Chrome Apps for your desktop

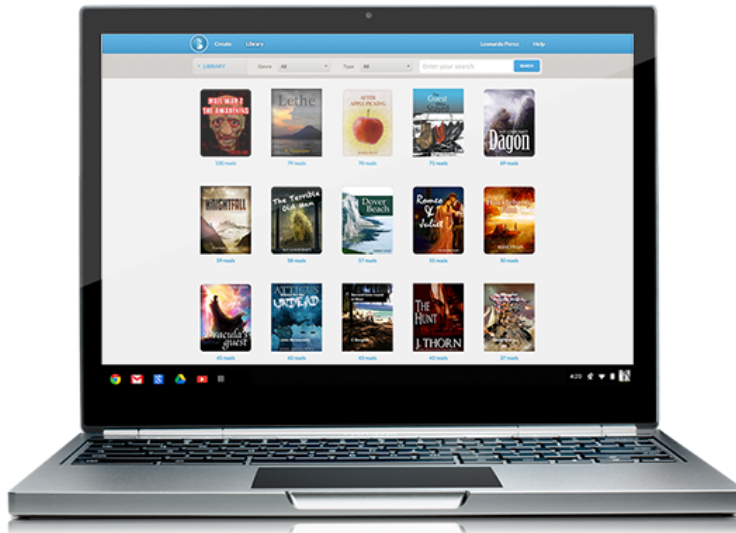
Work, play, and do whatever you want. Even when you're offline.

EXPLORE AND CREATE

GET STUFF DONE

PLAY GAMES

LAUNCH YOUR APPS



## Booktrack

Using Booktrack Studio, anyone can bring digital text to life by adding a synchronized soundtrack from a database of more than 20,000 audio files. Read your content and view others in the Booktrack Library.

[Try now](#)



**1.** Today

**2.** Reading

**3.** Writing

**4.** Next

1. Today

# The World has Changed

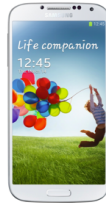
**Then**



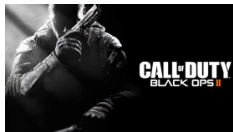
**Now**



# New Entertainment Expectations



~ VS ~





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“ 33% of high school & 42% of college graduates never read another book during their lifetime after graduation ”

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**The Telegraph**

“ Children more likely to own a mobile phone than a book ”

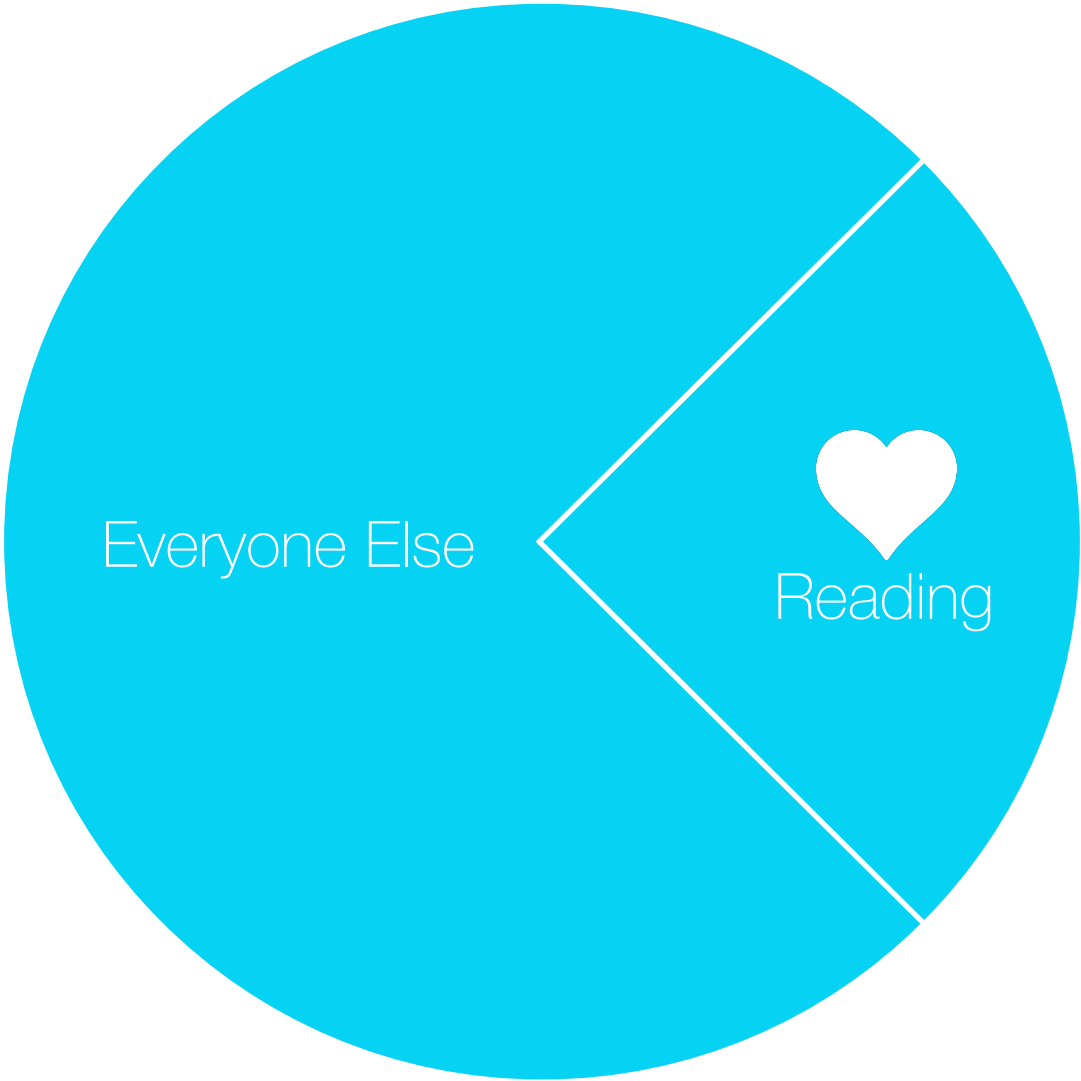


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**12—24 Year olds spend (ave):**  
+ 10 Minutes per day reading  
+ 140 Minutes per day watching television



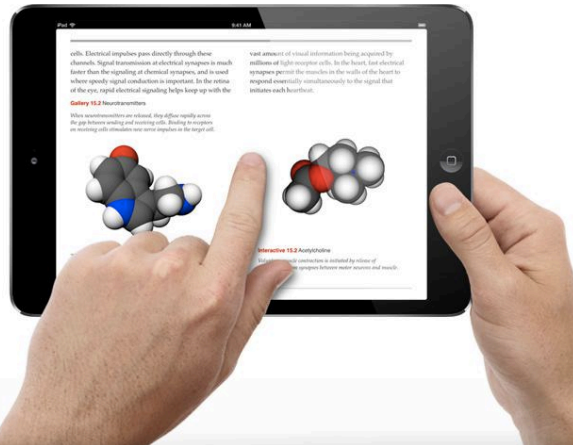
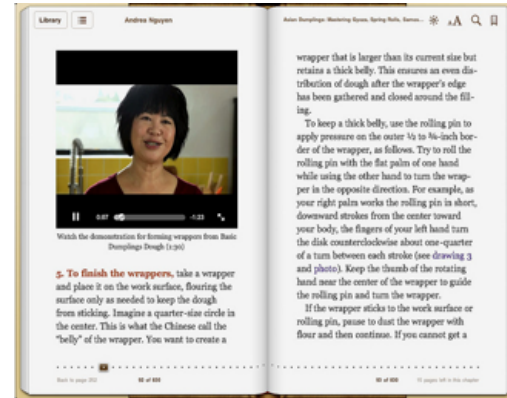


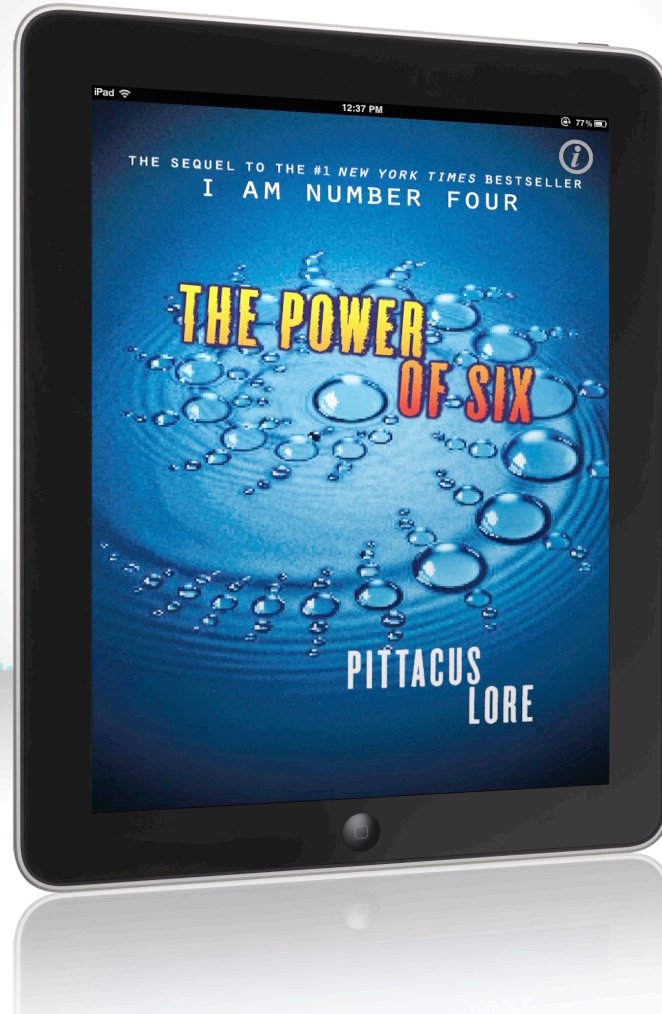


How does reading engage a  
**new audience** in this modern,  
multimedia & sensory world  
we live in today?

# 2. Reading

# Enhancement vs Distraction





# Everything is Better with Sound



Movies/TV



Games



Mobile

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Sound  
“the next emerging mobile tech”

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**Mary Meeker**, Internet Trends D11 Conference May 2013







# 3. Writing

“...if you give people amazing creative tools, they will do wonderful things with them...”  
Steve Jobs

The screenshot shows the Booktrack interface with a text editor for a book titled "The Puzzle". The interface includes a top navigation bar with "BOOKSHELF" and "CREATE" tabs, and a "Leonardo Perez" user profile. Below the navigation, there are three tabs: "1. TEXT", "2. SOUND" (which is active), and "3. PUBLISH". The text editor displays several paragraphs of text with green highlights and a play button icon. The text includes phrases like "There was a clearing up ahead that bordered on to the river. He checked his phone and the GPS app showed this was the...", "he was meeting that gave him pause but the others – his competition for the prize he carried under his left arm.", "He stepped through the clearing and stood by the river and looked up towards the pale sky. It was morning and the forest...", "him hummed with noise as it woke up. He sat down on a rock and stared at the river. His hand lightly resting on what he...", "about to deliver. Having secured it, he had made his way to the delivery point a few miles from the hiding place. All he...", "do was wait. And they weren't due for another hour. The end in sight, he closed his eyes and the gurgle of the river faded...", and "was replaced with a rendition of the last 12 hours. The reason he was sitting there waiting. For someone." Below the text, there is a "View in Reader" button and a "READING" indicator showing "300".

The screenshot shows the "TRACK SELECTION" dialog box in the Booktrack interface. The dialog has a title bar with "BOOKTRACK" and "CREATE" tabs, and a "Leonardo Perez" user profile. Below the title bar, there are three radio buttons for "Select Audio Type": "MUSIC" (selected), "AMBIENCE", and "EFFECT". A search bar is present with the text "Select categories from the dropdown and/or enter your search" and a "SEARCH" button. Below the search bar, there are three tabs: "EMOTION", "GENRE", and "STYLE" (which is active). The "STYLE" tab shows a list of categories: Adventure, Biography/Memoir, Young Readers, Humor & Comedy, Crime, Drama, Fan Fiction / Pop Fiction, Fantasy, Historical / Period, Holiday, Horror, Non-Fiction, Other, Religious / Spiritual, Romance, Scary Stories, Science Fiction, Sports, and Mystery / Thriller, Young Adult / Teen. Below the list, there are two track options, each with a play button and a "SELECT" button. The first track is "A Beautiful Flowing Afton" by Bruce Gerlach, described as a "Full Orchestral arrangement of folk-like tune.", with a duration of 1:52. The second track is "A Beautiful nature theme" by Graham Plowman, described as a "Beautiful soft flute theme, nature and love.", with a duration of 1:19.

## TRACK SELECTION

Select Audio Type  MUSIC  AMBIENCE  EFFECT

CATEGORIES ▾

Select categories from the dropdown and/or enter your search

SEARCH



EMOTION

GENRE

STYLE

Adventure

Biography/Memoir

Young Readers

Humor & Comedy

Crime

Drama

Fan Fiction / Pop Fiction

Fantasy

Historical / Period

Holiday

Horror

Non-Fiction

Other

Religious / Spiritual

Romance

Scary Stories

Science Fiction

Sports

Mystery / Thriller

Young Adult / Teen

TITLE /

0 C

0 CHRISTMAS CAROLE 1.7 tavern theme (loop)

0:33



SELECT

MY AUDIO

0 music - scary music less ghost breath

0:21



SELECT

MY AUDIO

00 Graham Plowman-Mus 11\_1-1755231

3:04



SELECT

MY AUDIO

View in Reader

READING SPEED

300



“ I Fear the Day That Technology  
Will Surpass Our Human Interaction ”  
Albert Einstein



BOOKSHELF

CREATE

Leonardo Perez ▾

HELP ▾

GENRES ▾

STYLES ▾

## The Sandalman Song



**Ariel Bullock** · 7 months ago

Wow, this is amazing. Actually had my heart racing a little bit. I had to remind myself I was just reading.

3 ^ | ▾ · Reply · Share ▾



**Clayton Smith** → Ariel Bullock · 7 months ago

Thanks so much for the kind words! :)

1 ^ | ▾ · Reply · Share ▾



**Jack Truong** · 5 months ago

This story was amazing. You actually put the reader inside the story and made the reader feel like the character.

2 ^ | ▾ · Reply · Share ▾



**isheW** · 7 months ago

this story was awesome are you a book anther

2 ^ | ▾ · Reply · Share ▾



**Clayton Smith** → isheW · 7 months ago

So glad you liked it! I have a collection of 17 stories (this and 16 others) on Amazon, in both paperback and Kindle:

<http://claytonosaur.us/16elm25>

^ | ▾ · Reply · Share ▾

Share this booktrack



665 reads



549 reads



# 4. Next

# A new way to learn

**17%**

Increase in  
comprehension

**30%**

Increase in  
engagement



“ Makes me feel calm.  
It smooth's the words on the page ”

**Year 8 student**

“ It helps me read because  
it makes the reading like watching  
a real movie ”

**Year 7 student**

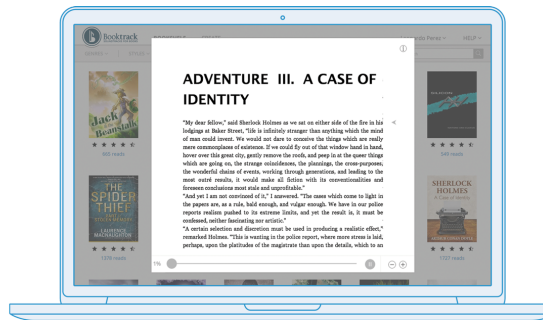
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“ We do not remember days.  
We remember moments ”

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**Cesare Pavese**

# Web







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SOUNDTRACKS FOR BOOKS

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JOIN THE  
BOOK TRACK  
REVOLUTION



Get the App

