

# **BORNE DIGITAL**

## **BOOKS FOR DIGITAL NATIVES**

@IDPF Digital Book 2013

May 29, 2013

# Machines Can “*Understand*” You

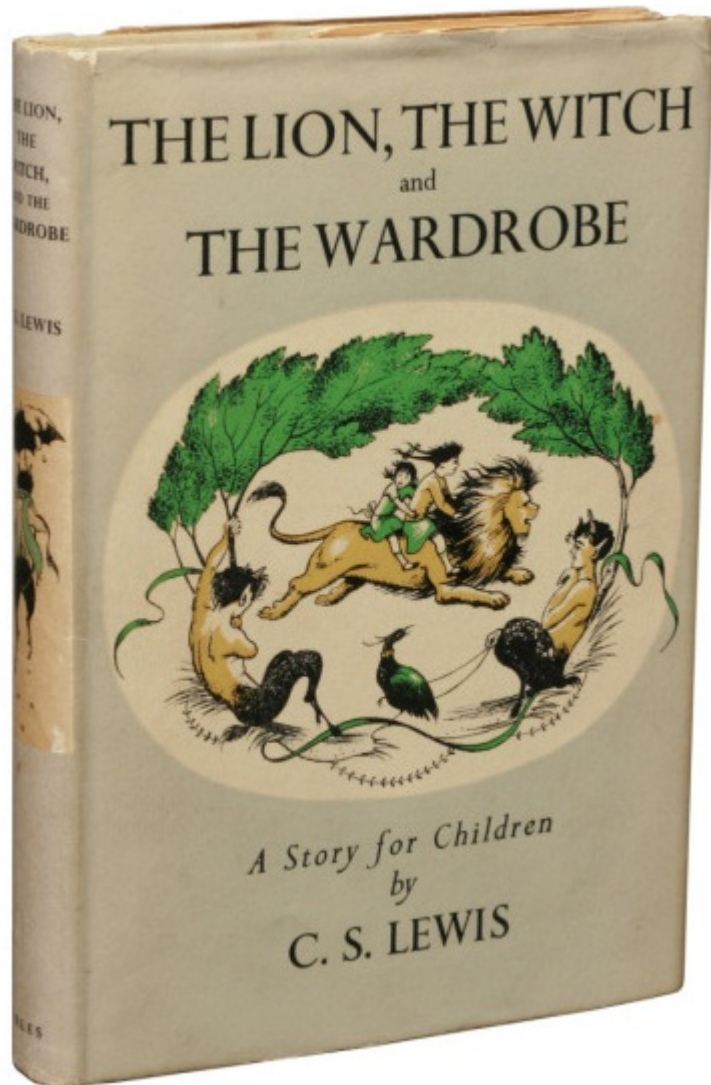
- Speech Recognition
- Eye Tracking
- Brain Monitoring



# And “Respond”



# But, what about your books?



# How do you make eBooks ADAPTIVE?

- Leverage native device features
- Build multiple experiences within each book
- Collect and respond to data



# and respond to the needs of Digital Natives

“Winner of the Publishing Startup Showcase’s “People’s Choice” award, Borne Digital offers teachers and parents the ability to provide a single book to children of very different reading skills and to change those levels with a click.”

*Publishers Weekly*

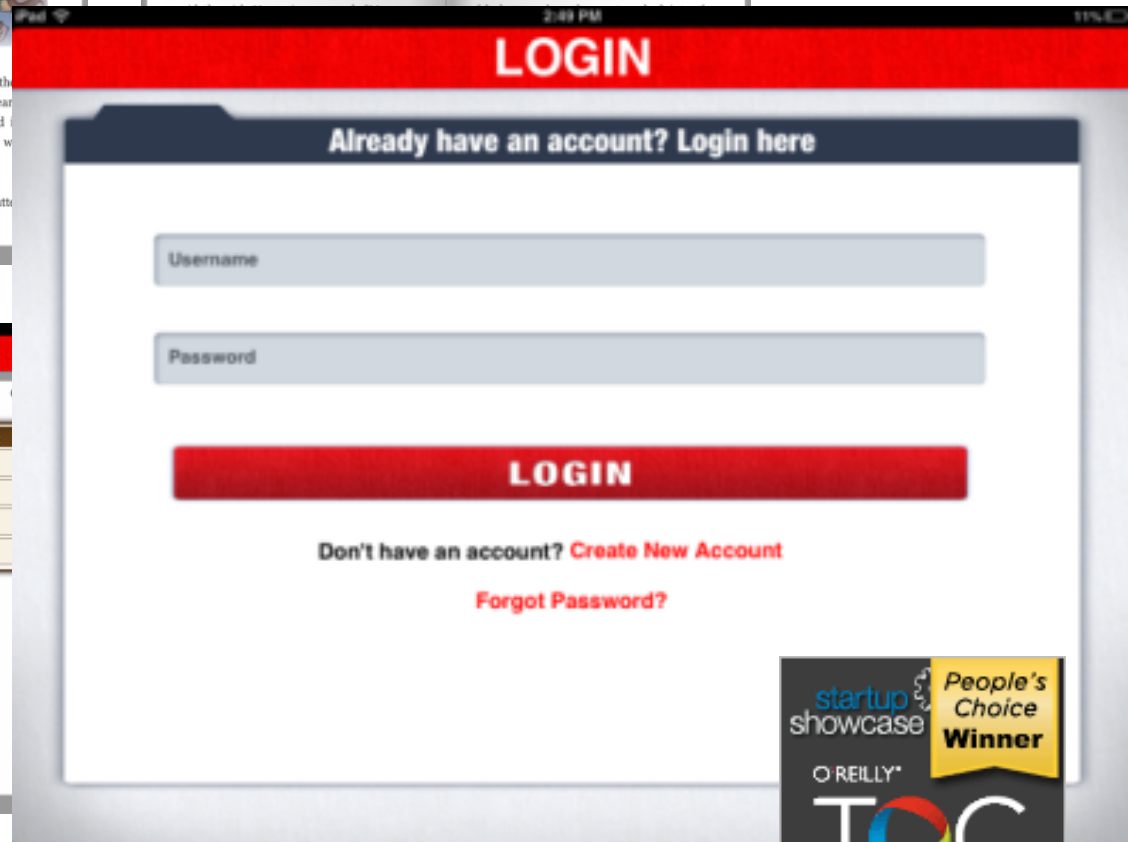
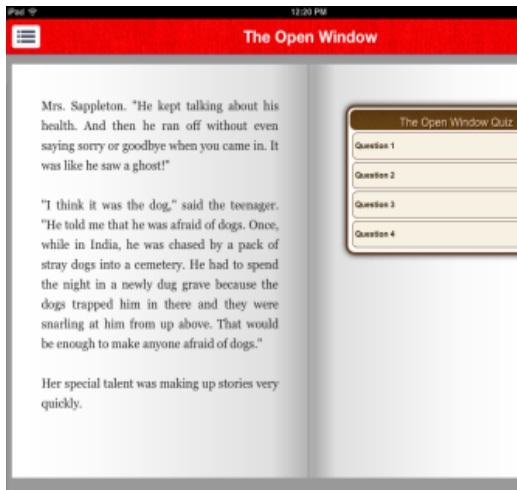
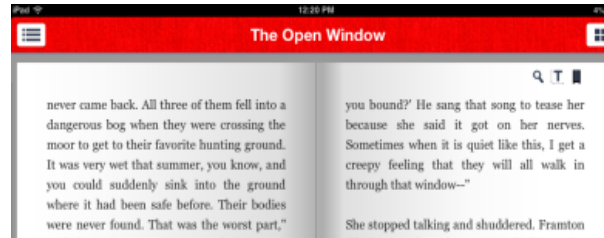
*February 14, 2013*



Play Video Here

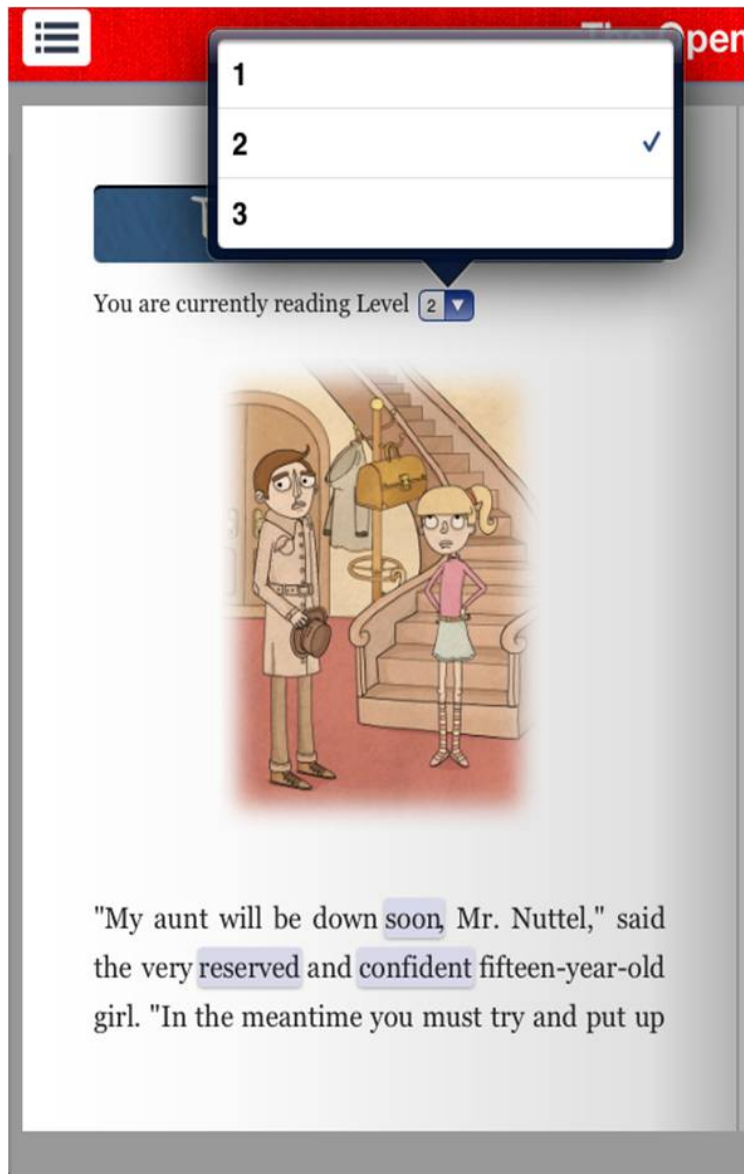
[http://youtu.be/rO\\_bwKey-pE](http://youtu.be/rO_bwKey-pE)

# Profile Driven Reading





# Adaptive Pathways




1

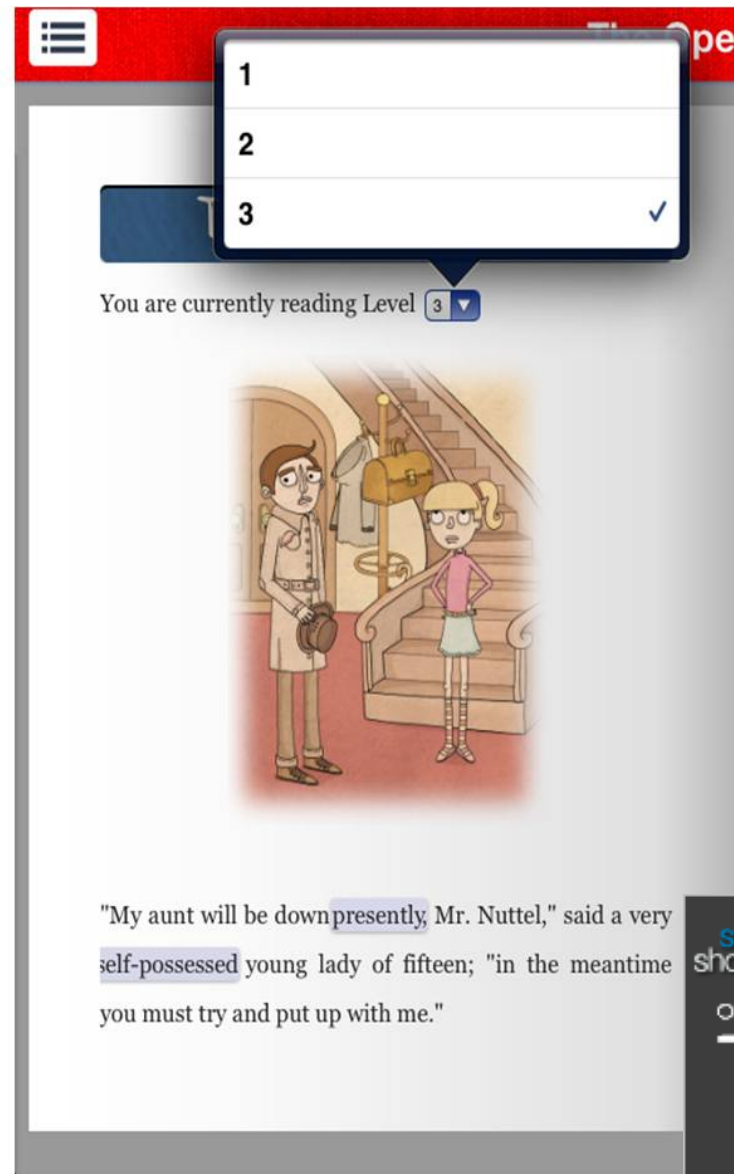
2 ✓

3

You are currently reading Level **2**



"My aunt will be down soon, Mr. Nuttel," said the very reserved and confident fifteen-year-old girl. "In the meantime you must try and put up




1

2

3 ✓

You are currently reading Level **3**



"My aunt will be down presently, Mr. Nuttel," said a very self-possessed young lady of fifteen; "in the meantime you must try and put up with me."

# Adaptive Pathways

"My aunt will be down soon, Mr. Nuttel," said the very reserved and confident fifteen-year-old girl. "In the meantime you must try and put up

"My aunt will be down presently, Mr. Nuttel," said a very self-possessed young lady of fifteen; "in the meantime you must try and put up with me."

# Adaptive Assessment

The screenshot shows an iPad interface for an application titled "The Open Window". The top status bar indicates "iPad", signal strength, "12:25 PM", and battery level. The app's header is red with a hamburger menu icon on the left and a window icon on the right. The main content area is split into two columns. The left column contains text from a story, and the right column contains a quiz interface.

Mrs. Sappleton. "He kept talking about his health. And then he ran off without even saying sorry or goodbye when you came in. It was like he saw a ghost!"

"I think it was the dog," said the teenager. "He told me that he was afraid of dogs. Once, while in India, he was chased by a pack of stray dogs into a cemetery. He had to spend the night in a newly dug grave because the dogs trapped him in there and they were snarling at him from up above. That would be enough to make anyone afraid of dogs."

Her special talent was making up stories very quickly.

**The Open Window Quiz**

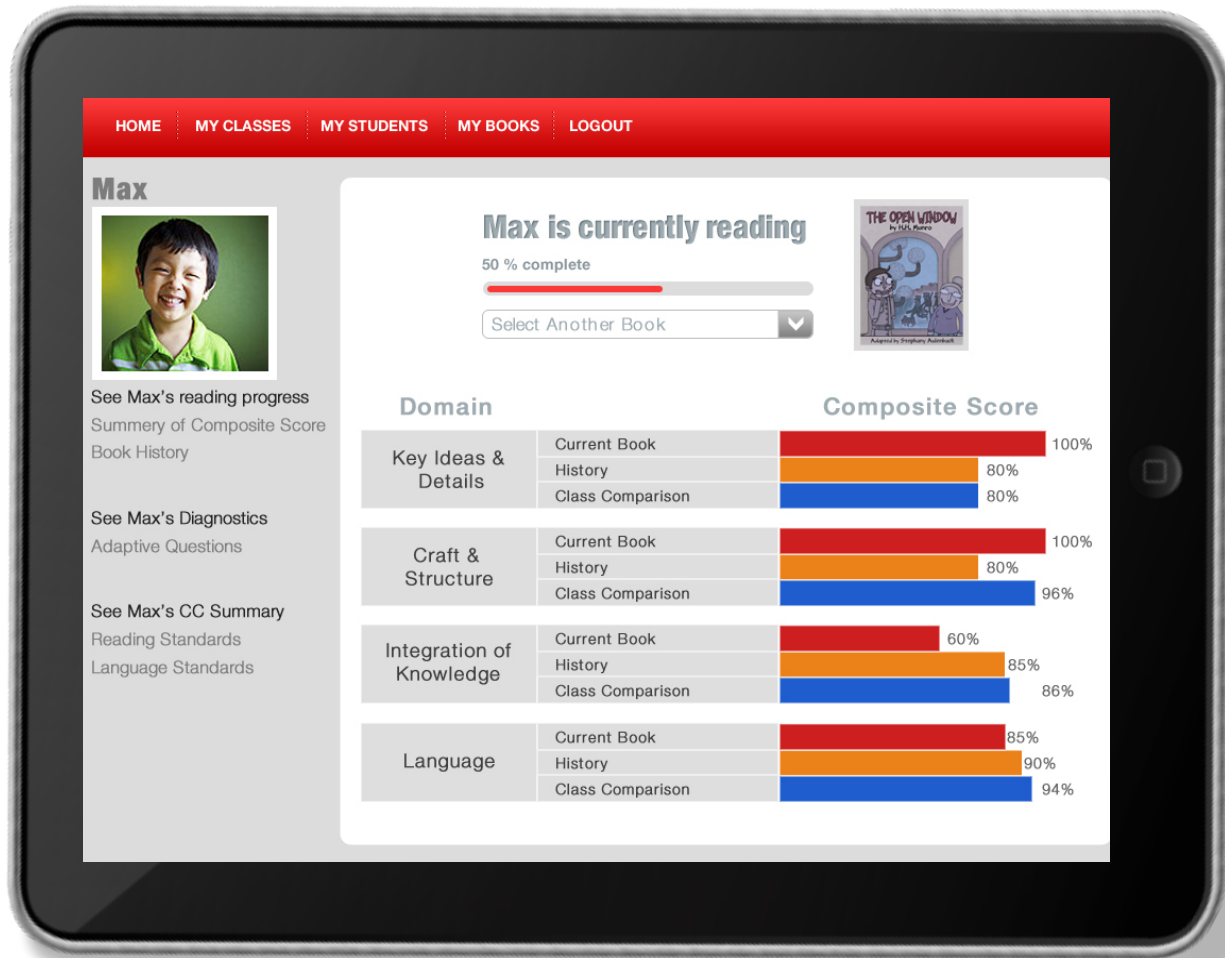
How is Mr. Nuttel's behavior influenced by his imagination?

- It helps him to make sound decisions.
- It enables him to face the facts.
- It allows him to let fiction become the truth.
- It encourages him to use his sense of humor.

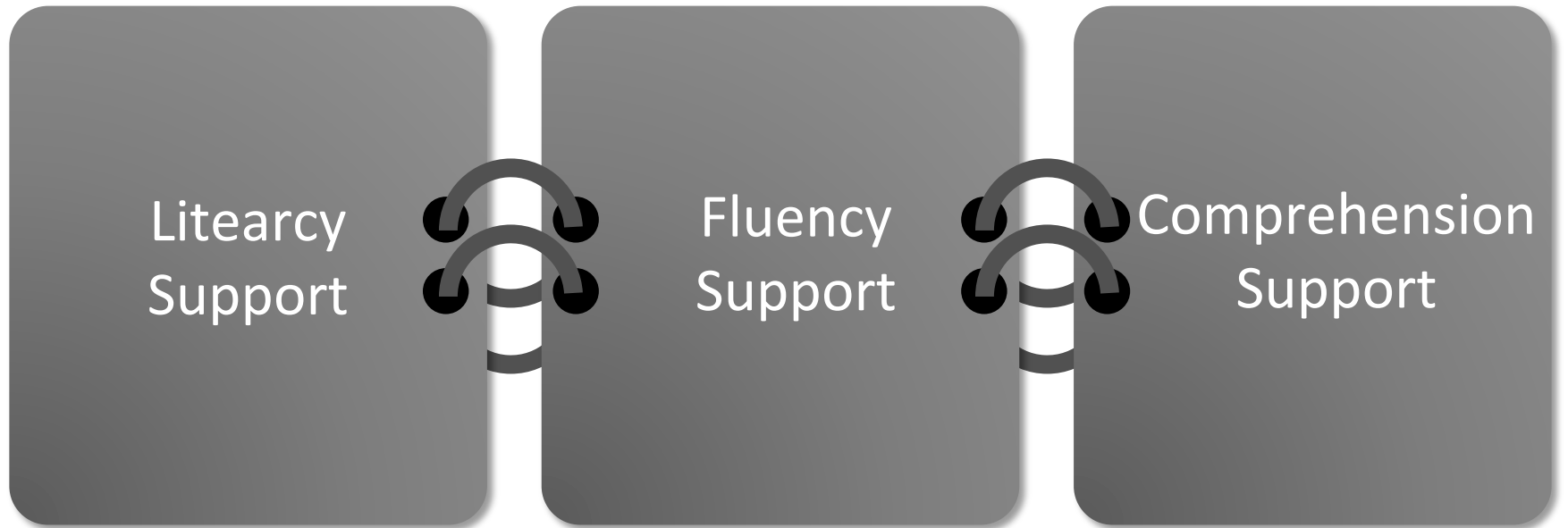
Back Submit



# Comprehensive Skill Analysis and Feedback



# Why do schools need adaptive books?



# Now, imagine what else is possible



Respond to  
Brain Activity



Monitor Engagement



Check Comprehension

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