



## Drive Time Turns Productive for Commuters with iPods®

*Popular Text-to-Speech Product scores big with iPod® and Portable Users listening to text while commuting -- according to a recent survey from Text-to-Speech software leader NextUp.com ([www.NextUp.com](http://www.NextUp.com)).*

([PRWEB](#)) February 16, 2005 -- Clemmons, NC In today's busy world, more people than ever are choosing to recapture their lost time during commutes, according to a recent survey from Text-to-Speech software leader NextUp.com ([www.NextUp.com](http://www.NextUp.com)). Commuters are therefore now using their iPods® and other portable players to listen to audio files created from text -- and overwhelmingly, the product they choose to create those audio files is TextAloud 2.0.

In a recent survey conducted by NextUp, the company found that 3 out of 4 iPod® and portable respondents used their devices for listening to text outside the home or office -- with 60% of these listening while in the car. TextAloud uses voice synthesis to "speak aloud" documents, web pages, e-mail and more, with text seamlessly converted into spoken audio you can hear on your PC, or save to MP3/Windows Media files for easy playback on portables like the iPod®, Rio®, iRiver®, PocketPC®, and dozens more.

"Most people view their commute to work or school as wasted time, but with the growing use of Portable Audio devices like the iPod® for listening to audiobooks from Audible.com, Radio from services like AudioFeast and RadioTime.com, Podcasts, and Text via TextAloud, commuters are turning that downtime into a productive part of their day," comments Rick Ellis, President of NextUp.com. "Using TextAloud to create audio-to-go has suddenly opened up a whole new world to many customers, allowing them to truly maximize their time away from the home or office, and to listen to everything from eBooks, to study material, work notes, websites, e-mails or articles -- wherever they may go, while they drive."

NextUp conducted the survey in late November 2004, and its results clearly indicate that today's portable users are smart, driven -- and always seeking to maximize their spare time (perhaps today's most precious commodity). Many users commented that TextAloud actually increased their information retention for work or study, improving grades and work performance, while bringing still others a whole new enjoyment of fine literature through simply listening to a good book or story read aloud. Others used the newfound time simply to listen to articles, chuckle over a humorous website or magazine story, or to catch up on the latest trends and technology.

Following are just a few direct quotes from survey respondents who raved about using TextAloud "on the go":

- "I drive a lot, so I use TextAloud to listen to online periodicals, technical material, news science stuff, and jokes while in my car. TextAloud allows me to make productive use of my driving time. I am vastly more well informed than I was before I started using TA -- I am able to learn and to consume so much more information than ever before. Thank you for your wonderful product!"
- "I work full-time while going to grad school. This means I put in a fair amount of time commuting, but have relatively little time for actually sitting and reading my assignments. TextAloud allows me to transfer my readings into MP3 files and do my "reading" while I drive!"
- "I used TextAloud throughout my final year at University to obtain my law degree. I am now studying for my bar. There's a lot of reading required when studying Law, and TextAloud makes it possible for a dyslexic like me to keep up."



- "I'm interested in reading old classic books and convert them to TextAloud files and transfer to my iPod® for listening while I walk, shop, drive, or relax. It's the most important piece of software that I use."
- "I have many more hours to listen while walking, driving and doing things around the house than I have time to sit and read. I therefore use TextAloud instead -- and also save on eye strain!"
- "I record news articles from tech sources, then burn them to disc and listen while I travel. My goal is to use TextAloud to make use of my down-time while I'm driving."
- "I use it in conjunction with news articles from various websites and scanning -- OCR, etc. Just an outstanding program. I consider it to be my most important computer application."
- "I have a 1-hour commute each way, which takes a big chunk out of my day. I use my iPod® in combination with TextAloud to make good use of that time. I listen to technical documents and reports, which I get from the web and email that I don't have time to read at work. I also listen to stock market reports to help me keep up with and choose new investments. And I listen to email newsletters that I receive, for which TextAloud is indispensable."
- "I use TextAloud to listen to newspapers that I subscribe to online. This has also proved to be a true gift to someone else I know whose sight is severely impaired, and who cannot read anymore."

Once again, TextAloud proves its value -- and emphasizes the power of the spoken word.

#### About TextAloud 2.0

TextAloud is a full-featured Text-to-Speech tool that uses the power of voice synthesis to "speak aloud" documents, web pages, e-mail and more, with text seamlessly converted into spoken audio you can hear on your PC, or save to MP3/Windows Media files for easy playback on portables like the iPod®, Rio®, iRiver®, PocketPC®, and dozens more. TextAloud offers direct support for Word, PDF and HTML formats, as well as advanced pronunciation tools, an Internet Explorer Plug-In for easy listening of favorite web pages -- and more.

Hailed by critics and users alike, TextAloud is priced at just \$29.95, and is compatible with systems using Windows® 98, NT, 2000 and XP. The program is available for fast, safe and secure purchase via <http://www.NextUp.com>.

NextUp.com also offers TextAloud with optional premium voices from AT&T Natural Voices®, NeoSpeech and Cepstral® for the most natural-sounding computer speech anywhere.

#### About NextUp.com

NextUp.com, a division of NextUp Technologies, LLC, provides award-winning Text-to-Speech software for consumers, business customers, educators, and those with visual impairment or learning disabilities.

In addition to TextAloud, NextUp.com markets other innovative Windows software designed to save time and deliver vital information. NewsAloud® is a talking personal "news agent" that finds the stories users want, and then reads them aloud or to portable MP3 files. WeatherAloud® is a weather application that lets users select and listen to personalized weather forecasts, while StocksAloud® reads stock updates and related news headlines aloud for specific companies of interest.

#### Note to Editors

Evaluation copies of TextAloud 2.0 -- as well as limited packages including a portable audio player presented to reporters for their reviewing convenience -- are currently available upon request. To receive a review copy, or for more information on NextUp.com or TextAloud, please contact Rick Ellis at [rdellis@nextup.com](mailto:rdellis@nextup.com).



Meanwhile, for images, logos, box shots, or other information or artwork on TextAloud 2.0, please contact publicist Angela Mitchell at (904) 982-8043 or [admittchell@nextup.com](mailto:admittchell@nextup.com).

All companies and products referenced in this press release, including TextAloud®, iPod®, Rio®, iRiver®, Windows®, Audible.com® and more are the trademarks of their respective owners.

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**Online Web 2.0 Version**

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