

## FOR IMMEDIATE RELEASE

### **Bookful is the latest Innovative 5G App to join the Nonvoice Agency**

September 2<sup>nd</sup> 2020, New York, USA – Nonvoice Agency, the world's first 5G app agency announces today that they have signed the leading Augmented Reality (AR) children's reading app, Bookful, by Inception as their latest client. Nonvoice will be assisting Bookful with building global mobile network operator distribution opportunities and strategic partnerships to increase the success of their 5G and near 5G consumer service. The service is popular on 4G but is taken to a new level with 5G, making it a 'must have' consumer 5G app to differentiate telco service offerings.

The Bookful app uses Augmented Reality (AR) and 3D animations to bring books to life with the aim of encouraging children to use their screen time for reading time. The app currently has the largest 3D/AR book library worldwide with more than 200 AR books including titles such as Peter Rabbit, Thomas the Tank Engine, Transformers, The Smurfs and books from publishers including DK, OUP and Harper Collins.

Children can read and see the story play out in real life with 3D animations projected in AR. Bookful takes children's picture books and makes them a fun and engaging reading experience surrounds them with interactive games and activities which boost literacy and creativity such as spelling and painting. The interactive experience that Bookful provides takes readers beyond the pages of the book and extends their understanding of the content.

The Bookful library holds a variety of different reading levels and book categories. Users can choose between the 'read it myself' option and, for those starting out on their journey, the app offers built-in narration. Readers using Bookful to learn English as a second language have additional assistive features such as a dictionary and an interactive pronunciation game. The Bookful app has proven success in encouraging increased reading amongst users and in making their screen-time more productive, leading to improved comprehension, promoting independent learning and has the added bonus of improving family-bonding.

The Bookful app experience is enhanced further with 5G with the inclusion of new features including: "Find the Object" an interactive game that brings ultra-rich AR scenes into the users

surrounding, embarking on a search to find different objects scattered in the scene, as well as “Enter the Book” that enables the reader to feel as if they are truly inside the book thanks to 360 degree AR.

“Our app has been designed to help young readers from around the world to improve their reading skills. Bookful is already a favorite of key telco partners in Japan, South Korea and others. We have signed up to the Nonvoice Agency to gain access to their global distribution network and to ensure that Bookful can be rolled out as quickly and efficiently as possible. We are looking forward to converting more young children’s screen-time into productive screen-time!” explains Benny Arbel, CEO of Inception.

Simon Buckingham, Founder and CEO of Nonvoice added, “As a champion of all things 5G and a father of two young boys, I am delighted to have Bookful our newest client. We look forward to helping them grow their base of new young readers and equally happy parents”.

Nonvoice selects only ‘best in class’ and innovative 5G apps and services for specialist representation within the agency. The agency has an impressive distribution network that includes network operators, device manufacturers, television channels, advertising and marketing agencies, media companies, sports organizations, and social networks. The Nonvoice distribution partnerships span the entire globe supported by a network of agents located in key regions around the world.

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#### **About Nonvoice Agency**

Nonvoice Agency is a network of agents searching for the best advanced consumer and enterprise 5G apps from around the world. The agency connects app developers with distributors and investors who then help accelerate the adoption and deployment of their application. Nonvoice Agency provides an ecosystem of key parties dedicated to the 5G value chain and the future benefits that these services will bring to the world.

Founder, Simon Buckingham, is available for expert commentary on 5G applications.

For more information visit: [www.nonvoice.com](http://www.nonvoice.com)

#### **About Inception**

Inception is a leading next-generation immersive (VR/AR) content network that has brought several XR solutions to the market, including the Inception VR Entertainment App and Bookful AR. Inception combines unique proprietary technology, a world-class creative studio, and cross-platform end-user applications. Inception has received a strategic investment from RTL Group and is the group's VR/AR

division. Bookful, launched in November 2018, brought Inception firmly into the AR space and created a magical, playful universe that brings books to life in augmented reality for children.

For more information visit: [www.Bookful.app](http://www.Bookful.app)