



Learn about

Alternative Format Book Creator

Read How You Want
YOUR CUSTOMIZED BOOK SOURCE

HumanWare is pleased to announce a presentation with ReadHowYouWant. Their objective is to work with publishers to provide their content in accessible formats at the time of publication at a fair price. They represent a wonderful resource for accessible books. Learn about their services, online accessibility, as well as how to transfer books onto your ClassMate Reader or Stream. This presentation will be guided by Brenda McBride, Product Manager for the ClassMate Reader in conjunction with Sofia Malinowski and Tricia Roth from ReadHowYouWant.



Tricia Roth



Sofia Malinowski

Tuesday April 28, 2009

23:00 (UTC) Coordinated Universal Time

4 p.m. to 5 p.m. Pacific Daylight Saving Time

5 p.m. to 6 p.m. Mountain Daylight Saving Time

6 p.m. to 7 p.m. Central Daylight Saving Time

7 p.m. to 8 p.m. Eastern Daylight Saving Time

Location: Webinar through the HumanWare weblink.

[Register online now](#)

All participants go to: <http://www.tconference.com/humanware>

(Note: if you are a first time user, you will need to select the "Download" button prior to entering the session. This will take a few minutes. Once done, select "Enter the room". Follow the instructions, no password required).

Topics discussed will include:

- What is Read How You Want?
- How can I access their material off the web?
- What are people saying about this kind of service?
- What are the available alternative formats?
- If I represent a school, what do I need to do to have material created in an alternative format and what would be the cost?
- What is the ReadHowYouWant free chapter download program?
- Questions and Answers

Tricia Roth, Chief Executive Officer & Director ReadHowYouWant
Tricia joined ReadHowYouWant in January 2008 as Director of Global Sales & Marketing. She was appointed to her current position in December of 2008. Tricia is an avid reader and believes that all books should be accessible at the time of publication at a fair price. ReadHowYouWant is pioneering a new model in publishing that makes it easy for publishers to provide their content to individuals who cannot read a standard printed

book. The company has developed proprietary conversion technology that allows readers to choose the format that suits them best. To date, the company has 30 publishing partners who are committed to making their books available in accessible formats at the time of publication. ReadHowYouWant titles include bestselling books from authors like Eckart Tolle, Deepak Chopra as well as a strong catalog of business, health, history, classic literature and fiction titles. The company currently publishes 200 titles per month in 7 different accessible formats. Tricia is committed to making accessible publishing the standard in the industry. It is the most inclusive approach to publishing, benefits a large population of readers and makes good business sense. People with a print disability should be able to buy a book or borrow a book from the library just like everyone else.

Sofia Malinowski, Marketing Coordinator and Assistant to CEO, ReadHowYouWant.

Sofia graduated from St. Lawrence University in 2008 with a major in History and minors in both Sociology and Caribbean and Latin American Studies. During the summer after her junior year, Sofia interned for The Food Bank for New York City assisting with marketing, event planning, volunteer coordinating and website design.

Sofia began her work with ReadHowYouWant in January 2009. She strongly believes in the company's goal of providing accessible content at the time of publication at a fair price for readers who cannot access a standard printed book.

About HumanWare

HumanWare is the global leader in assistive technologies for the print disabled. HumanWare provides products to people who are blind or have low vision, and individuals with learning disabilities. HumanWare offers a collection of innovative products, including BrailleNote, the leading productivity device for the blind in education, business, and for personal use; the Victor Reader product line, the world's leading digital audiobook players; myReader2, HumanWare's unique "auto-reader" for people with low vision; and the ClassMate Reader, the only portable book player to offer synchronized text and audio for individuals.

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