



CENGAGE AND READSPEAKER – TWO INNOVATIVE LEARNING COMPANIES WORKING TOGETHER

In 2013, Cengage's school division, National Geographic Learning, turned to ReadSpeaker to provide text-to-speech for its platform. These two companies have worked together to create an exemplary student experience within National Geographic Learning's products.

In order to better understand how an innovative publisher like Cengage is using educational technology to enhance its offerings, we have put together a series of interview questions with the National Geographic Learning's Reading/Language Arts team about their use of ReadSpeaker in the elementary reading program *National Geographic Panorama*.

ReadSpeaker: Where is the ReadSpeaker service integrated in the *National Geographic Panorama* reading program?

NGL: National Geographic Learning uses the ReadSpeaker tool in the *Panorama* reading program in various ways: in eBooks and narrative content assets, as a feature used for teaching vocabulary, and integrated into our platform for assessments.

ReadSpeaker: Are *Panorama* customers using the ReadSpeaker tool? What content are they listening to?

NGL: Yes, they are. Users are listening to assessment passages and items, reading selections, eBooks, activity cards, and vocabulary support.

ReadSpeaker: How do you know if *Panorama* users are utilizing the ReadSpeaker tool?

NGL: ReadSpeaker is able to give us reporting so that we can see how often our *Panorama* customers are using the tool. For example, we've been able to see growing usage over the last two years.

ReadSpeaker: Why did National Geographic Learning decide to integrate text-to-speech into their content?

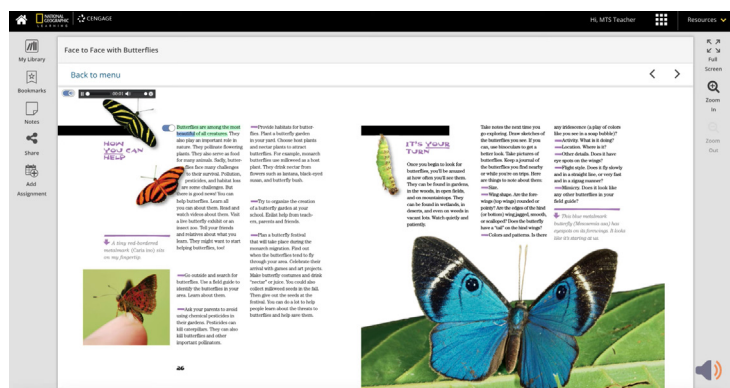
NGL: National Geographic Learning is always looking for ways to make our programs as learner friendly as possible by implementing best practices from the Universal Design for Learning framework. That includes considering and supporting readers who benefit from listening to the text as they read.

ReadSpeaker: Why did National Geographic Learning choose to work with ReadSpeaker?

NGL: We needed an automatic tool for all of our content that could read the text to our K-6 students, including those that are pre-literate. In addition, ReadSpeaker is used by Cengage's Higher Education team, so we wanted to be consistent. Especially for students that will move from elementary through middle school and high school to higher education, it is helpful for them to use the same tools across all of our platforms, at any age.

ReadSpeaker: Why is pronunciation so important to National Geographic Learning?

NGL: Students must hear words correctly in order to comprehend vocabulary and ideas. This helps to build their reading and oral fluency as well as improve their comprehension and understanding of the content and concepts.



ReadSpeaker: How does National Geographic Learning proof content as part of the content development process? How do National Geographic Learning and ReadSpeaker work together to address pronunciation corrections?

NGL: Content developers listen to all of the items that use the ReadSpeaker tool, log any errors,

and then provide correct pronunciation suggestions in a documented list for ReadSpeaker to address and correct. In an **active project such as Panorama**, the ReadSpeaker team resolves entries on an ongoing basis. The ReadSpeaker team accesses the content through our digital platform so that they can hear the audio issue in context, then they apply the correction to Cengage's library, and finally they return to the content to verify that the pronunciation has been applied properly.

ReadSpeaker: What would the National Geographic Learning team share with other content partners when looking into integrating text to speech into their content?

NGL: Having a team that is readily available and easy to work with has been vital. ReadSpeaker's support and technical resources have been extremely helpful in implementing this service into our program. Also, understanding the tagging architecture that ReadSpeaker provides and ensuring consistency is key to a successful implementation.



National Geographic Learning, a part of Cengage Learning, Inc., is a leading educational publisher of PreK-12 School digital and curricular

classroom materials. Through their digital learning programs and classroom learning resources, schools experience the excitement and joy of learning that National Geographic explorers, scientists, writers and photographers experience.

ReadSpeaker, a subsidiary of the Memory Disk Division (MD) of the HOYA Corporation, is a global voice specialist providing natural-sounding, lifelike synthesized voices in dozens of languages and a complete text-to-speech (TTS) offering, both as Software as a Service (SaaS) and as licensed solutions, for varying channels and devices in multiple industries. ReadSpeaker gives a voice to businesses and organizations for online, embedded, server, or desktop needs, apps, speech production, custom voices, and more. With more than 20 years' experience, ReadSpeaker is leading the way in text to speech.

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