



Press release

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## Chaï: The first artificial intelligence capable of turning a print book into audio

*A technological innovation dedicated to print books, presented at the Frankfurt Book Fair*

*France is the Guest of Honour at the 2017 Frankfurt Book Fair, the most important international fair dedicated to books and media. Chaï, a young French startup – the only one to have been selected by both French and German participants – will be there presenting an unprecedented innovation: an artificial intelligence that can turn print into audio.*

### Chaï: Using artificial intelligence to listen to a book

Chaï is a mobile app that offers an audio solution for print books. It connects a synthetic speech reading service and artificial intelligence to an existing book.

Now, every print book owner can leave their book at home and ask their phone to do the reading out loud. With Chaï, readers can listen to their books when and where they want and then go back to the print version when they get home.

### A technology for print books

Chaï was created in collaboration with French and German publishers. It offers readers an “enhanced” experience of print books while providing publishers additional revenue and visibility on many works that would never have been turned into audiobooks.

*“The idea is to add value to printed media without replacing it with a new format or a tool that’s 100% digital, as some technological developments have been aiming for. With Chaï, it’s about providing additional experience for the reader and additional value for the publisher,”* **explains Alexis Botaya, cofounder of Chaï**

The application’s economic model is based on the user. This means that it is entirely free for publishers, who can offer audio versions of all their titles at no cost. Profits are shared among the publisher partners of the operation, prorated according to the books listened to.

### An innovation in sync with the growth of audio

Audiobook sales are growing as quickly as podcasts, and synthetic voice technology has improved considerably over the past few years. The idea was simple: why not create a mobile app that uses synthetic speech and artificial intelligence to “audify” the print book?

But that doesn’t mean Chaï is an audiobook. The app is primarily focused on nonfiction books: essay collections, practical books, travel guides, self-help books, academic books—books that provide information rather than emotion. This sector generates between 20 and 30% of all sales in Europe!



## A listening experience designed for nonfiction books

The synthetic voice used by Chaï (available in German, English, and French) is one of the best that exists today and was selected after many user tests.

Chaï is designed to help readers expand their knowledge by “reading” faster, not dive into an emotional narrative. So it’s perfect for all nonfiction works: essay collections, self-help books, academic books, etc.

### How does it work?



#### ADD A BOOK

Add the book you just bought by scanning its barcode with your phone



#### MARK A PAGE

Bookmark any page by reading out loud the last words, or typing the page number



#### LISTEN TO YOUR BOOK

Continue right where you left off : it's your phone that does the reading!



#### GET BACK TO PRINT

Take the paper book once back at home : the app tells you where you stopped

Chaï pairs artificial intelligence and synthetic speech, bringing together both technologies in a mobile app. The artificial intelligence can recognize where in the print book the reader stopped (vocal bookmark feature).

Unlike an audiobook, this technology allows readers to react to what they hear: users can capture quotes and share them with their friends, simultaneously increasing the visibility of the book on social networks.

*“With artificial intelligence, the Internet of things, and vocal assistants, the Internet has gone beyond visual representation: it has reached ubiquity. Chaï takes advantage of these opportunities to offer a new reading experience, accessible on any digital interface,”* elaborates **Jean Philippe Marie de Chastenay, cofounder of Chaï**

## An asset to solve accessibility issues

Chaï is also an answer to accessibility issues because it allows visually impaired people to use the same format – print books – as people who can see perfectly. Chaï thus allows many people to escape from the stigmatization and isolation regarding access to reading and knowledge.

**Chaï will be available to the public starting February 2018**

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Chaï is supported by:

