From: Steve Messere[steve.messere@revenuespark.com]
Sent: Tue 9/20/2011 8:01:03 PM Eastern Daylight Time
To: ericay@amazon.com[ericay@amazon.com]
Cc: greg@audiopod.ca[greg@audiopod.ca]
Subject: AudioPod Technology Introduction

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revenuespark

Eric Ayers
Business Development
Amazon.com

Dear Eric,

Thank you again for taking my call today. As we discussed I'm enclosing information about a patent-pending technology designed to enhance ebook reading technology platforms.

I would like to Introduce AudioPod, a Canadian Software Development Company that has created a new category of rich media written/spoken word interaction allowing readers to experience audio and written texts as a seemlessly integrated media experience.

This groundbreaking approach has over six years of development and refinement. In Dec of 2006 the team of John McCue, Robert McCue, Gregory Shostakovsky and Glenn McCue filed US Patent application number 20080301318.

Here is the Patent Abstract:

A system, method and computer-readable code for segmenting an audio stream into a plurality of small digital audio files using gaps in the natural language of the audio stream is provided. The small digital audio files are transmitted, loaded, and played in a specific order, such that from the user's perspective, the audio stream is reproduced in an apparently seamless manner. This is done without reassembling the audio stream, either in whole or in part. The small digital audio files are created using natural language gaps, and are generally small enough to ensure that a first small digital audio file can be downloaded and played without significant delay, while successive small digital audio files are downloaded to be played in the future. Accordingly, the user receives audio-on-demand in a timely manner.

In addition to the patent application the AudioPod team has continued to refine the content authoring and end-user experiences.

Highlights of their integrated delivery/authoring platform include:

- A Comprehensive Cloud-based Content Delivery Technology Platform
- Dramatic reductions in Content Preparation (replacing an industry standard of one-week for audio works to just 4 hours)
- Robust and seamless end-user experiences allowing readers to move from listening to reading in near real-time with 100% continuity
- Broad spectrum of automatic wireless platform options for mobile devices insuring continuity and fidelity from 3G to WiFi and beyond

There are a number of potential applications for this technology including the introduction of natural human voice audio books being used in automobiles and other locations where reading can not be enjoyed, and at the same time experiencing the same uninterrupted continuity in the unabridged written words in traditional reading environments.

AudioPod is actively engaged in presenting this technology to the highest level decision makers in the industry. We are also aware of the possibility of new ePub standards for audio looking to accomplish a similar approach, however our prior art claims establish firm precedence.

We believe that Amazon, a leader and pioneer, would be an ideal home for this technology. We would like an opportunity to present our solution to Amazon for your consideration and to share with you additional information about our patent that can potentially provide the owner of this technology with significant strategic advantages over a number of potential competitors including a very well known consumer hardware company.

We are excited to engage Amazon in a conversation and as this writing we can currently offer a 14 business day window for open discussions.

Please feel free to contact me via email or phone for any further questions or to arrange for introduction and presentation with the AudioPod team. We are looking forward to hearing back from you, and to learn how you would like to proceed.

Sincerely,

Steve Messere
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