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English 146 DR

Research Report: Spritz

Summary:

Spritz, “the best way to engage with content in the digital age”¹, is a new form of streaming technology which claims to make the reading experience more focused and efficient. Spritz is not an app but a form of technology which delivers “text streaming”. It is a special visual frame in which content is displayed onto a screen, one word at a time. Ultimately, Spritz capitalizes in the way it allows for information to be easily and conveniently delivered and consumed across various mediums. By enabling readers to comprehend and retain information easier, Spritz grants readers the ability to obtain information faster which is something that our society is obsessed with.

Description:

Spritz's stated mission is “to change the way people read on mobile devices by making communication faster, easier and more effective”.² Derived from scientific research, Spritz was created to “solve key challenges currently faced by readers, publishers and advertisers including: efficient delivery of content on the go, cross platform compatibility and measurement”.³ Spritz was developed by Frank Waldman, Maik Maurer, and Jamie Locke, co-founders of Spritz Technology, Inc. It is a Boston-based start-up company that focuses on text streaming technology. Spritz was first released to the public in February 2014 at the Mobile World Congress in Barcelona, in an email app that debuted with Samsung's Galaxy S5 and Gear 2.⁴ Since then, the technology has developed in order to offer its services through various mediums of content providers for mobile devices. It has been integrated into web pages and apps which are available on phones, computers and other hand held devices in more than 20 different languages including English, Spanish, French, German, Russian, and Korean.

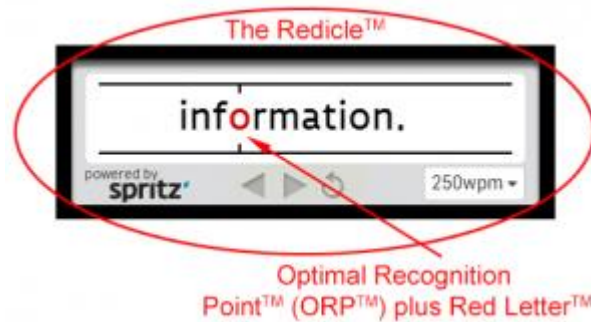
¹"Reading Reimagined®." Spritz. Web. 5 June 2015.

²"Spritz Reinvents Reading on Mobile Devices, One Word at a Time."/PRNewswire/ --. Web. 4 June 2015.

³"About Spritz:." Spritz. Web. 5 June 2015.

⁴Ibid.

How it works:



Spritz revolutionizes the method of traditional reading because it is aimed at helping you read faster and more efficiently by streaming words in a special way. In traditional methods of reading, you are accustomed to moving your eyes back and forth, which may at times cause you to lose focus. With Spritz, the words are coming at you, allowing you to consume information: emails, social posts, news, in an effortless manner. Spritz implements the process known as rapid serial visual presentation: each word is displayed one at a time in an accelerated sequence on the digital screen. “This also presents each word at their optimal recognition point, which is the letter most crucial for your brain to process the word.”⁵ By highlighting the optimal recognition point in a word, the letter is presented in red so that way you can read and comprehend the word without having to move your eyes. This display catches the reader’s attention because it lets them know where to look. As the words are being streamed, your eyes can recognize them without moving. Therefore, Spritz promises to allow people to read at a faster speed with less effort.

Research Context:

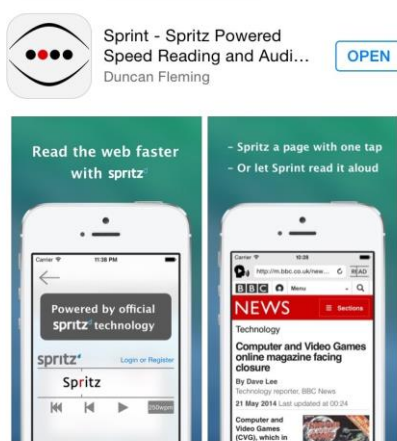
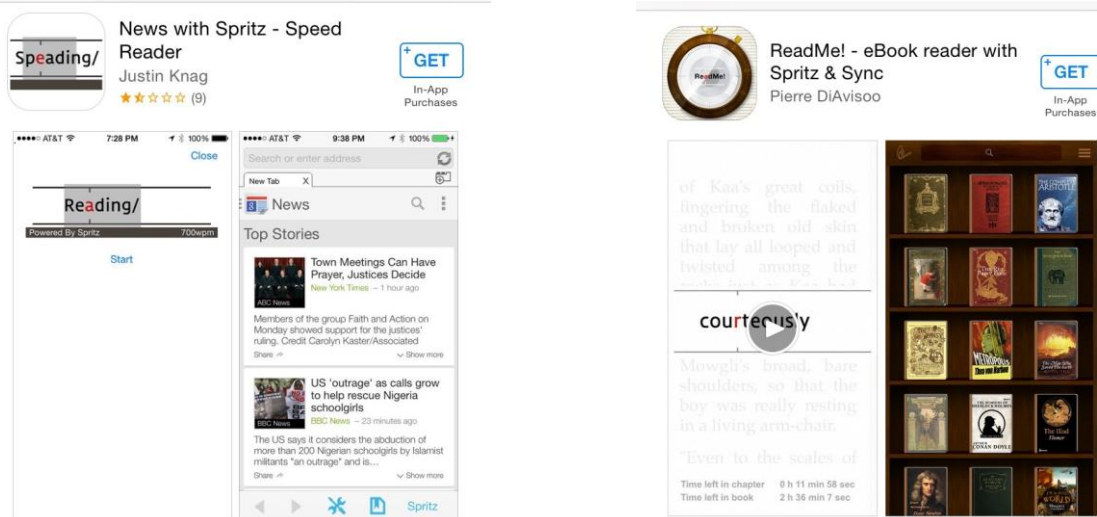
In regards to traditional forms of reading, the immediacy of the knowledge and information provided through Spritz serves to show how technology can be used to gain attention rather than be a distraction. According to Spritz, the fusion of reading and technology does not deteriorate the reader’s attention, concentration, and comprehension but instead increases it with speed reading. Therefore, Spritz serves a purpose in our contemporary media ecology because it feeds our desire to consume information in a quick and effortless way. How does this have an effect on our comprehension of the text? Since it enables deep concentration, does that also mean we are enabling deep thinking? In a recent study conducted by market research firm Penn Schoen Berland, results showed that “Spritz’s reading technology produced at least a 20% faster reading experience without sacrificing comprehension amongst first-time Spritz users.”⁶ Although readers are reading at a faster rate, they are still able to retain a similar amount of information as people who read in a traditional way.

⁵ "Brain Study." Brain Study. Web. 5 June 2015.

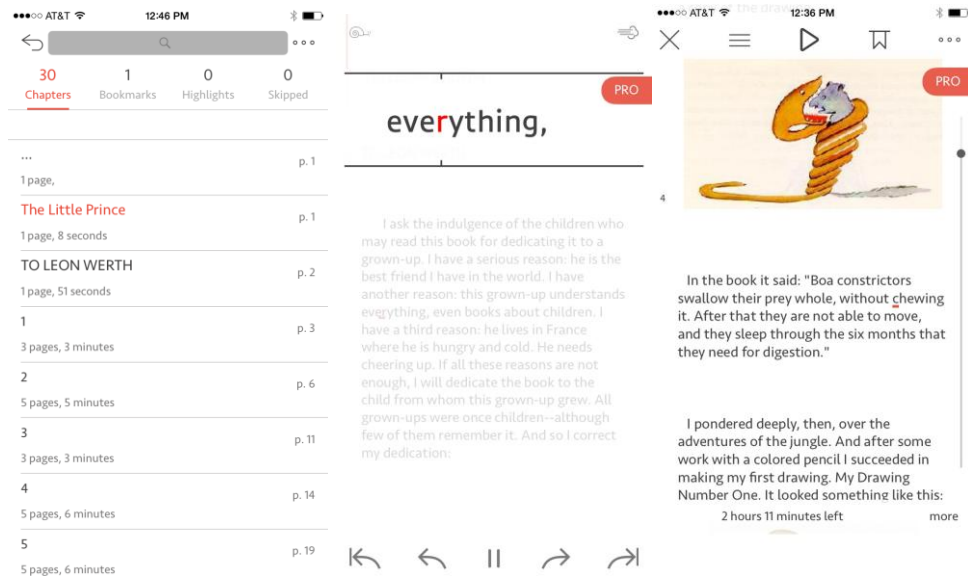
⁶ "Penn Schoen Berland Study:." Spritz. Web. 5 June 2015

Technical Analysis:

Since its release, Spritz has been integrated into several applications which are downloadable via any form of mobile device: cell phone, computer, kindle, etc. As shown below:



It does not matter the application you are using because what makes Spritz unique is the way content is displayed: with red letter alignment and at an expedited rate. It highlights one letter in red forcing the eyes to stay positioned in one location. As you focus the words are moving instead of the eyes, allowing “you”, the reader, to read faster. However, the speed at which you read is totally up to you. Spritz’s advanced setting allows you to change the speed reading rate anywhere from 250 to 1000 words per minute. You have the freedom to change the speed or cadence of reading to your own enjoyment or to where you feel most comfortable. From reading the news on the CNN website on your cell phone to reading “The Little Prince” on your kindle, Spritz transforms boundaries by making every form of content quick and efficient to read.



*Featured above is the application “Litz”. It is a reading application which integrates Spritz to read eBooks.

Evaluation of Opportunity:

By increasing both reading speed as well as comprehension, Spritz revolutionizes the traditional form of reading. The technology "removes the inconvenience of scrolling, swiping, squinting and pinching to read" on your devices, promoting faster reading and higher information retention.⁷ Not only does it increase the speed at which we read and comprehend, but Spritz also allows for the reading of unlimited text anywhere, at any time via any of your mobile devices. By being integrated into various web pages and applications, Spritz appeals to the largest audience by engaging readers across various mediums: desktops, mobile devices, and other hand held devices. With the help of technology, it changes the way we read by going where the printed text cannot. It is interactive and open in many ways to the reader that the printed text will never be. With the recent concern over our generations decline in reading, it will be interesting to see how Spritz can help bring back “the lost art of reading”.

Resources For Further Study:

"Reading Reimagined®." Spritz. Web. 5 June 2015.

"Spritz Reinvents Reading on Mobile Devices, One Word at a Time." . Web. 4 June 2015.

"About Spritz:." Spritz. Web. 5 June 2015.

"Brain Study." Brain Study. Web. 5 June 2015.

"Penn Schoen Berland Study:." Spritz. Web. 5 June 2015

⁷ “About Spritz:.” Spritz. Web. 5 June 2015.