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NOVEL EFFECT RECEIVES BACK-TO-BACK HONORS FROM CYNOPSIS MEDIA AND DIGITAL BOOK WORLD

Including Best Integrated Experience and Publishing Entrepreneurs of the Year

SEATTLE, WA — Novel Effect, a Seattle-based technology company that uses voice recognition to bring stories of all kinds to life with sound, is thrilled to announce they have added three more honors to their award-winning 2018!

At the Digital Book World Awards Ceremony held October 2 in Nashville, TN, Matt and Melissa Hammersley were named “Publishing Entrepreneurs of the Year” and their flagship mobile app won “Best Mobile Application.”

“Digital Book World is honored to recognize best-in-class achievement across the wide world of publishing,” said Digital Book World Executive Producer Bradley Metrock. “We’re thrilled to celebrate these distinguished award winners with the publishing and technology community,”

Novel Effect also received the award for “Best Interactive Experience.” at the 7th Annual Cynopsis Imagination Awards. The Awards Breakfast, held September 25th at the Yale Club in New York City, celebrated the year’s best in children’s, tween and family programming and marketing, recognizing outstanding achievements in content creation across platforms.

Novel Effect previously received:

- The 2018 Webby Award for “Best Interactive Experience”
- The Mom’s Choice 2018 Gold Award for Apps & Software
- The Parents’ Choice 2018 Silver Award

ABOUT NOVEL EFFECT

Seattle-based Novel Effect is voice interactive entertainment that brings stories to life through their ambient voice platform. Using speech recognition, their flagship mobile app follows along synchronizing special effects, sounds, and music in real time with a storyteller’s voice. Winner of Best Integrated Mobile Experience at the 22nd Annual Webby Awards, the app bridges the physical and digital worlds through the combination of technology and physical media. Founded in 2015 by husband and wife team Matt and Melissa Hammersley, Novel Effect has patent-pending technology that was featured on Shark Tank and integral in their participation in the inaugural Alexa Accelerator powered by Techstars. Learn more at www.noveleffect.com.

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