

Innovation Nation

App lets you speed-read 'Harry Potter' in an hour

by Samuel Burke @CNMMoney

March 13, 2014: 8:26 AM ET

Recommend 449



Social Surge - What's Trending



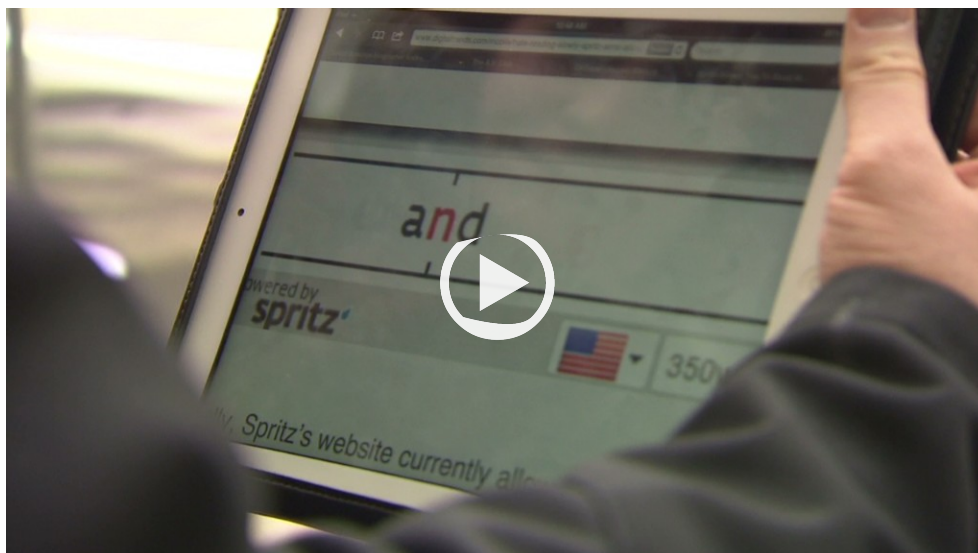
US unemployment hits 4.4%, lowest in a decade



Who gets hurt and who gets helped if Obamacare is repealed



Warren Buffett says he dumped a third of his IBM stock



Speed reading at 1,000 words a minute

Social media and tech blogs have been ablaze with hype about a new speed-reading technology called Spritz.

Instead of showing you lines of text the way we're all accustomed to, Spritz shows you the words one at a time -- at rapid-fire speeds.

The app lets you set the speed between 250 words per minute and 1000 wpm. At the top speed, a reader could speed through the first Harry Potter novel in just over an hour.

When we read, our eyes normally have to send time moving from word to word -- line to line. With Spritz your eyes don't have to waste any time moving - the screen shows all the words in nearly the exact same place, one after another.

VIVA TECHNOLOGY
WHERE **IDEAS** COLLIDE
JUNE 15-16-17 / PARIS 2017
BOOK NOW
30% OFF ON YOUR PASS

Advertisement

Mortgage & Savings Powered by LendingTree

offers.lendingtree.com -
Access Denied

Error code 15

This request was blocked by the security rules

2017-05-06 02:16:30 UTC

Your IP 163.172.68.142
Proxy IP 185.11.125.89 (ID 10165)

Terms & Conditions apply
NMLS #1136

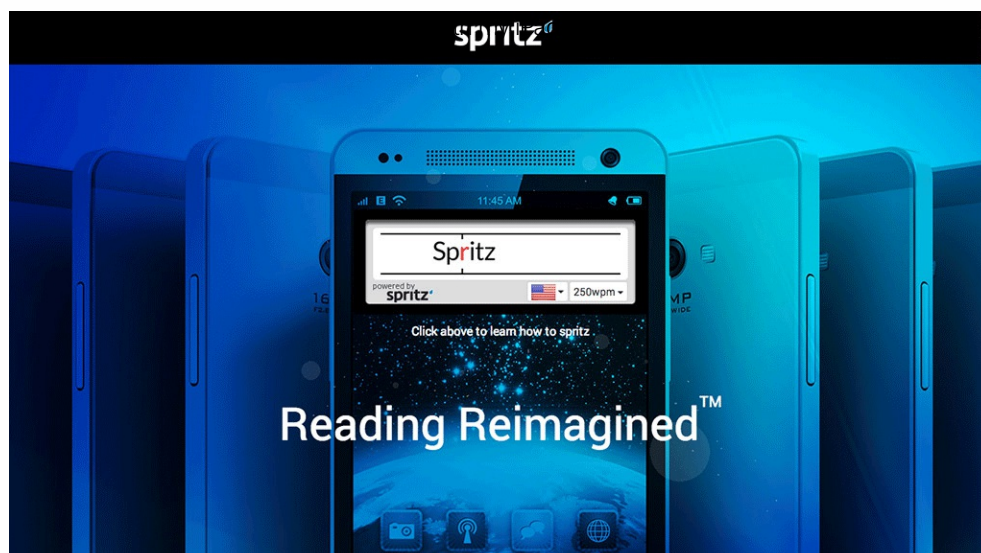
Paid Content by Outbrain



World of Warships
World of Warships



Les



reaction was mixed.

"I'm actually kind of amazed that I can read that fast," one person told me.

Related: 9 website pioneers

Another woman looked a little dazed as she stared at Spritz. "I'm feeling a little nauseous," she said laughingly.

Experts are critical of this method of speed-reading, dubbed Rapid Serial Visual Presentation, or RSVP. They say this has been tried and studied before, and what you gain in speed with RSVP, you lose in understanding and retention.

"If played at very high speeds, around 300 to 500 wpm, this is going to produce problems in comprehension," according to Michael Masson, a psychologist at the University of Victoria who has carried out studies on RSVP. "The difficulty is it's not just the rate at which we see words, but it also takes time for us to comprehend what those words mean once we start putting them together."

There are other speed-reading apps with similar technology to Spritz on the market, including [Velocity for iOS](#) and [Spreeder](#). Spritz believes its advantage over these other companies is the way its technology aligns the words: each one with a letter in red. Spritz says this gives the eyes a point to focus on and "triggers the brain to recognize the word and process its meaning."

Even with that red focal point, speed-reading experts remain skeptical of Spritz.

"There's still going to be the limited factor of the time that we need to form meaningful ideas out of a sequence of words," Masson said.

There is no stand-alone Spritz app yet, but [Samsung's latest Galaxy S5 smartphone](#) and [Gear 2 smartwatch](#) come with Spritz' technology pre-installed to read emails.

Spritz plans to license the technology to online newspapers and ereaders. It's free on Samsung for now, but eventually, Spritz might charge users a subscription fee.

"Eventually there will be a nominal fee to use Spritz app, sort of like WhatsApp," said Frank Waldman, Spritz's CEO. "It starts out as a free app -- what we're more focused on is just getting people reading this way."

If you Spritzers really can get up to 1,000 words per minute, War and Peace might take just a day to read. Whether they'll remember anything they just read is another question.

CNNMoney (New York)
First published March 13, 2014: 6:53 AM ET

Paid Content

Recommended by
Outbrain



Gamers around the world have been waiting for this game! Register for free!
Elvenar



Arthrose : les médecins effarés par ces 5 remèdes naturels !
Santé Corps Esprit



Ces français qui transforment leurs impôts en patrimoine retraite
Forsis



autres
www.astufeed.com



If you own a
Vikings



Comn perdre du
Nutrition Optimale

Hot List



Finally, the Colonel Sanders romance novel Mom always wanted



Chinese firm becomes Deutsche Bank's biggest shareholder



Healthcare: How the Republican bill would change Obamacare



How things got ugly for some of Japan's biggest brands



Scientists can now count endangered birds using satellite...

CNNMoney Sponsors

NextAdvisor

Paid

Pay no interest until July 2018 with this card

\$200 just for using this credit card

How to turn 50k miles into 100k miles

10 cards charging 0% interest until 2018

The highest paying cash back card has arrived

NerdWallet

Paid

Looking for a low-interest loan? Check out our review of Prosper.

The search is over. We found the best stock brokers for online trading.



20 aliments nourrissants pour
maigrir
mangerchanger.com



With raw confidence and fatal
looks, Brigitte Bardot became
synonymous with sensuous
M2M - Home



How this app teaches you a
language in 3 weeks!
Babbel

How much do you need to retire?
Use this calculator to find out

Current mortgage rates can't be
beat. Get the best rate with our tool

Can you afford your dream home?
Find out with our mortgage
calculator.

Paid Content

Joakim Noah dévoile pour la première fois sa fille sur
les réseaux sociaux *Orange Sport*

Que font les conjoints des politiques dans la vie?
pausepeople.com

Gamers around the world have been waiting for this
game! *Forge Of Empires*

Parfaits en Apéro : Feuilletés Jambon Fromage
Recettes.net

More from CNN Money

Howard Stern was 100% right about Donald Trump

Canada: Bombay Sapphire gin recalled for having too
much alcohol

Buying a new car: Things to know

Elon Musk tells Tesla investors wanting change to
buy Ford

Recommended by **Outbrain**



Advertisement

Paid Links



1. REVERSE MORTGAGE CALCULATOR >

5. TOP RATED MEDICARE PLANS >

2. LIFE INSURANCE FOR SENIORS >

6. NEW REVERSE MORTGAGE RATES >

3. BEST RETIREMENT CALCULATORS >

7. 2017 MEDICARE PLANS >

4. 5% INTEREST SAVINGS ACCOUNT >

8. BEST INVESTMENTS FOR RETIREMENT >

Comments



Most stock quote data provided by BATS. Market indices are shown in real time, except for the DJIA, which is delayed by two minutes. All times are ET. Disclaimer. Morningstar: © 2017 Morningstar, Inc. All Rights Reserved. Factset: FactSet Research Systems Inc. 2017. All rights reserved. Chicago Mercantile Association: Certain market data is the property of Chicago Mercantile Exchange Inc. and its licensors. All rights reserved. Dow Jones: The Dow Jones branded indices are proprietary to and are calculated, distributed and marketed by DJI Opco, a subsidiary of S&P Dow Jones Indices LLC and have been licensed for use to S&P Opco, LLC and CNN. Standard & Poor's and S&P are registered trademarks of Standard & Poor's Financial Services LLC and Dow Jones is a registered trademark of Dow Jones Trademark Holdings LLC. All content of the Dow Jones branded indices © S&P Dow Jones Indices LLC 2017 and/or its affiliates.

© 2017 Cable News Network. A Time Warner Company. All Rights Reserved. AdChoices