

Learn About Why Spritz Works

[Why Spritz Works: It's All About the Alignment of Words](#)

[Why Spritz Works \(II\): The Rhythm of Reading](#)

The Science

Spritz worked for nearly 3 years in “Stealth Mode” to perfect our reading methodology before we introduced our technology to the world. We learned a lot in that time and developed our findings into the core technologies that you see here today. As an introduction to how and why Spritz works let’s start off with a few basics about reading.

Reading Basics

Traditional reading involves publishing text in lines and moving your eyes sequentially from word to word. For each word, the eye seeks a certain point within the word, which we call the “Optimal Recognition Point” or ORP. After your eyes find the ORP, your brain starts to process the meaning of the word that you’re viewing. With each new word your eyes move, called a “saccade”, seeking out the ORP for that word and moving there. Once your eyes are focused on the ORP, you begin processing the word for meaning and context and your eyes move to the next word. When your eyes encounter punctuation within and between sentences, your brain is prompted to assemble all of the words that you have read and processes them into a coherent thought.

Why Spritz is Different

There are lots of other reading techniques out there such as skimming (not reading every word), avoiding sub-vocalization (talking to yourself while reading), and enlarging the peripheral span (reading several words or even an entire page at a time by mental “snapshot”) that attempt to increase reading efficiency. While these methods can be effective for some people, achieving significant improvement requires intensive, continuous training and dedication. By contrast, spritzing does not need any training and you get comfortable with it in less than 5 minutes. And, if you don’t spritz for a month, no practice is needed to return quickly to your previous skill-level. There is nothing in Spritz you would need to learn, simply because Spritz only removes saccading. In addition, none of these methods mentioned above help you unless you have a lot of physical space for your content. From the fonts that we use to the algorithms that process content, Spritz is designed from the ground up to empower effective reading even on a small display area, like your 7-inch tablet.

Spritz Technology

Spritzing presents reading content one word at a time with the ORP positioned inside of our custom "redicle". Within the redicle are special prompts that keep your eyes focused on the ORP, allowing you to read without the need to move your eyes. The following video compares traditional reading to the RSVP technique and then to Spritz. Placing words exactly where your brain wants them to be located provides an amazingly focused, engaging, and enjoyable reading experience.

Spritz vs Traditional Reading

Removing the eye movements associated with traditional reading methods not only reduces the number of times your eyes move when reading, but also decreases the number of times your eyes must pass over a word for your brain to understand it. This makes spritzing extremely efficient, precise, convenient and comfortable.

Spritz vs RSVP

Showing text as a sequential stream of words is known as Rapid Serial Visual Presentation (RSVP). Conventional RSVP displays words either left-aligned or centered. However, when words are not positioned on the ORP, your eyes search for it in order to recognize the word and then process its meaning. With RSVP, as with traditional reading, there is no pre-planning possible for your eye movement. This means that the different processes associated with reading cannot be executed simultaneously with RSVP. Spritz, however, eliminates the eye movements via the ORP word centering and allows more time for the reading processes and provides greater focus. Spritz also accounts for punctuation, words, and phrases that require different processing times. Showing long, or even very short, words for a bit longer contributes to a natural cadence that provides the basis for great a reading experience and comprehension with Spritz.



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