



Speed-read with new technology

BY RHEANA MURRAY

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Breeze through books in no time with the new Spritz app. (DIRIMA/GETTY IMAGES/ISTOCKPHOTO)

Imagine reading an entire book in an hour — without skipping one word.

That's the future, according to experts at Spritz, a Boston-based digital startup that introduced a new technology to allow the average reader to speed through text at a superhuman rate.

"It's a very simple concept," Spritz CEO Frank Waldman told the Daily News. "We position each word in a display where your eye can recognize the word without moving. Every word has what's called a recognition point, the place where your eye looks to recognize the word."

By focusing only on that point, users can breeze through words blinking in rapid succession across a screen, rather

By focusing only on that point, users can breeze through words blinking in rapid succession across a screen, rather than scanning a string of words across a page.

“You can read without moving your eyes,” he said.

The company claims only 20% of the time people spend reading is actually processing content. The rest is spent darting your eyes across the page or screen.



A look at how spritzing really works. (WALT WOLF VIA YOUTUBE)

“Spritzers” can read up to 1,000 words per minute, fast enough to finish the first “Harry Potter” book in about an hour and fifteen minutes, but Waldman says the average user will reach around 450 words per minute.

Spritzing will first be available on the Samsung Galaxy S5 and Gear 2 this spring, and the company is working with other brands to launch more smartphone apps.

Waldman — who expects at least 1 billion people will be spritzing in the future — also hopes websites utilize the new technology.

“Especially mobile sites,” he said. “You can compact everything and read lots of information without having to scroll and swipe and do all those things.”

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