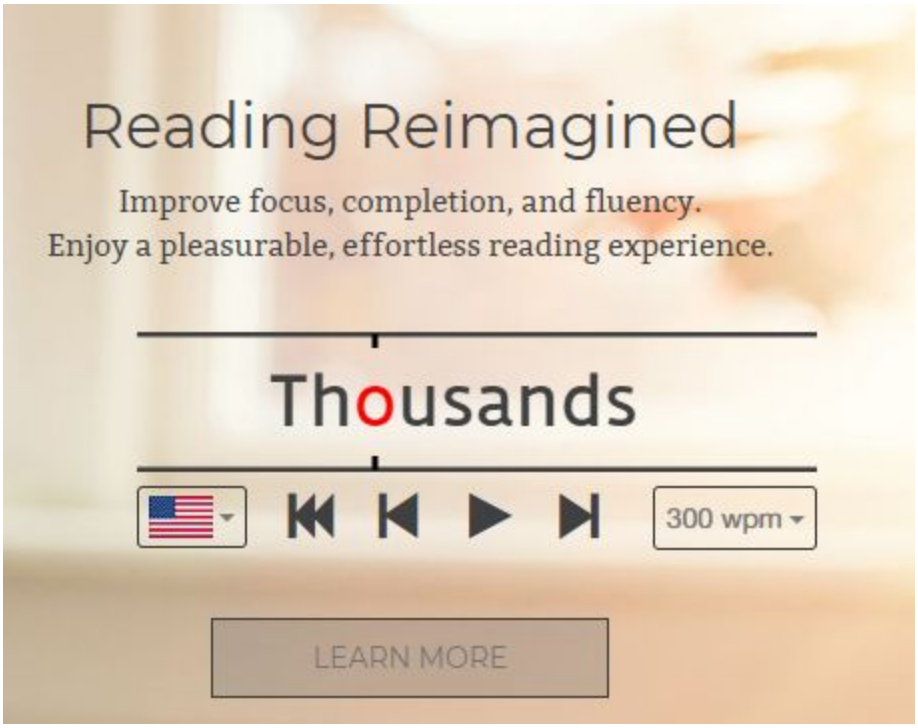
SPRITZ

About

Spritz is a e-reader which is basically used for fast reading. It focuses the concept of eye range peripheral system. It tries to focus on a particular alphabet of the the word such that our eyes does not flicker much on every alphabet of the word which is comparatively more time taking than spritz e-reader takes.



How does it works?

1. Normal Eye Reading System:

Normally while reading eye balls focuses on en every letter of the word that is our eye ball flickers while reading couple of words. Now our persistence of an eye is 1/24th of a seconds so reading while flickering of the eyeball takes time when there are more than one words.

It is found that on average by traditional reader a user can read upto 220 words per minute.

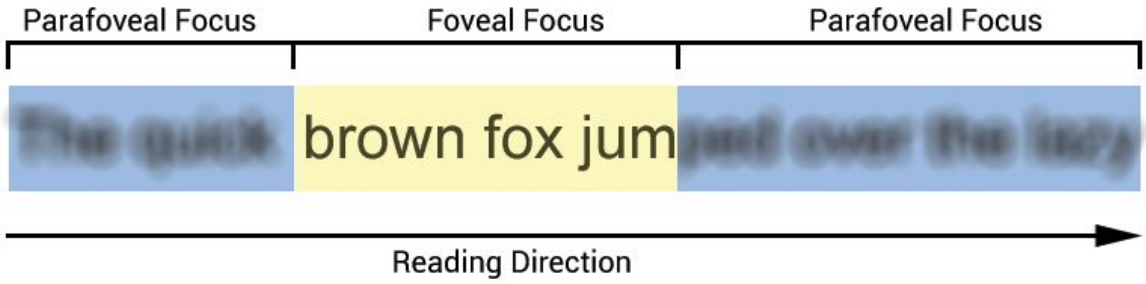
2. RSVP - Rapid Serial Visual Presentation (RSVP). RSVP is a common speed-reading technique used today. However, RSVP was originally developed for psychological experiments to measure human reactions to content being read. When RSVP was created, there wasn't much digital content and most people didn't have access to it anyway. With traditional RSVP, words are displayed either left-aligned or centered.

It tries to center every word and aligns the center of the word to the center of the eyeball. But it still takes a split second to determine the exact ORP of the word.

It is found that on average by traditional reader a user can read upto 260 words per minute.

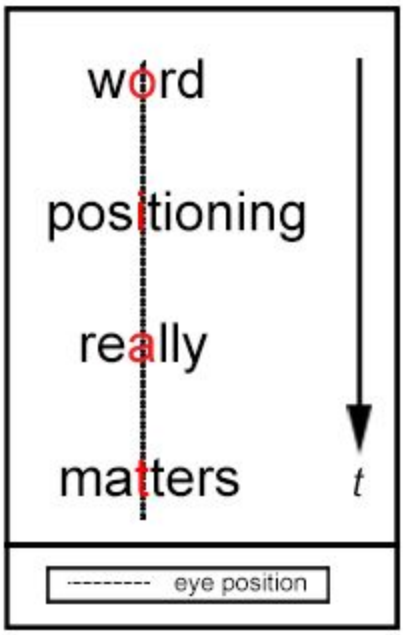
There are two kinds of vision:

1. Foveal Vision - which comes directly under the range of eyeball
2. Parafoveal Vision - the range covered by the peripheral of the eyeball



Due to this Center alignment of the words eye takes time to detect ORP letters to retain the meaning of the word. Which creates a slight flickering of the eyeball which is less than traditional reading.

3. Spritz Methodology - In Spritz Methodology , the technology aims over finding the correct ORP alphabet of the word and align it to the center of the eyeball from the peripheral range covers the rest of the range of the word and it becomes faster for the brain to understand the meaning of the words.



The flickering of the eyeball tends to zero in this methodology. With RSVP methods, Spritz included, your brain cannot depend on parafoveal cues to tell your eyes where to jump to next. When your brain cannot use its parafoveal vision to help your eyes saccade to the next word, it starts over with every new word it encounters. Therefore, proper positioning that does not require eye movement is crucial to 'helping' your brain process words, especially at speed. Since your eyes do not need to move while spritzing, your brain quickly becomes comfortable with not needing the additional information from your parafoveal vision.

On an average spritz methodology enables user to read at the rate of 300 words per minute.

For more Understanding

Refer : https://youtu.be/vi4daRxPJY0

Usage

Spritz is used by many applications on both android as well as ios platform and is being most widely used.

References

http://spritzinc.com