

Media Clipping

COMMUNICADO
BEYOND THE LINE

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RADAR

popculture popculture popculture popculture popculture



In(ventory)

Say it with a book

We are undecided. This is either a truly brilliant product or a sad sign of where society is going. You make up your own mind.

Hallmark (www.hallmarkcards.com.au) has released a range of Recordable Storybooks, where you get to record your own voice reading a story to your child or grandchild.

So, stuck at work in a meeting? Text your kid at home and tell them to start their bedtime story without you. You're a grandparent living too far for regular contact? Send them a book that says - well, whatever you want it to say.



The book knows what page your children are looking at and reads out the appropriate part.

When it was launched in the US, more than 450,000 copies were sold in seven weeks.

You don't have to just read. You can sing the story, record it as a rap, or shout it in a cranky tone if that's your cup of tea.

Titles available now include *All The Ways I Love You*, *Twinkle, Twinkle, Little Star: A Bedtime Story* and *My Little Princess*.

Rating: Sound idea
Cost: \$34.99

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