

HAIGHTS CROSS COMMUNICATIONS

PRESS RELEASE

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RECORDED BOOKS PARTNERS WITH SIGNING SAVVY TO OFFER ONLINE AMERICAN SIGN LANGUAGE RESOURCES TO PUBLIC LIBRARIES

Prince Frederick, MD – August 24, 2011 – Recorded Books, the world’s largest independent producer of audiobooks, has announced that it will begin distribution of Signing Savvy for Libraries, a comprehensive online American Sign Language (ASL) resource for public libraries in the United States and Canada. Signing Savvy contains thousands of high-resolution videos of signs, finger-spelled words, and other common signs. Patrons will be able to access the site simply by using their library card.

“Providing language learning resources to a community is rapidly becoming a primary mission of many public libraries,” said Rich Freese, President and CEO of Recorded Books, LLC. “Many people do not know that American Sign Language is the third most common non-English language used in the United States behind Spanish and Chinese and continues to be one of the fastest growing languages of study in the U.S. Signing Savvy will help libraries meet the demand for this language in their community.”

Signing Savvy is a dynamic sign language resource containing high resolution videos of American Sign Language signs and other common signs used in conversational signing within the United States and Canada. A constantly expanding dictionary has videos of signs for more than 7,000 words and phrases. Any word not contained in the dictionary can be finger spelled. Other features include sign descriptions, memory aids, full screen videos, printable signs, flash cards and quizzes, word list sharing, a phrase builder, social networking and a mobile application. Signing Savvy may be accessed by patrons inside or outside of a subscribing library and is intended for use by public library patrons to acquire American Sign Language skills.

“American Sign Language is different from spoken languages because it is a visual language and it is difficult, if not impossible to learn ASL from a book alone. Static images on a page and text just do not convey the flow and motion of the language,” said John Miller, Director of Education at Signing Savvy. “Using Signing Savvy’s video dictionary and related tools can help patrons learn and practice sign language. It is also a great reference to use on-the-fly when they need to know a particular sign.”

Signing Savvy for Libraries is in final development now and Recorded Books anticipates that it will launch this new service to public libraries in the third quarter of 2011.

For more information regarding Recorded Books' Signing Savvy for Libraries service, please contact us by email at signingsavvy@recordedbooks.com, on the web at www.recordedbooks.com, or by calling 1-877-828-2833.

About Signing Savvy

Signing Savvy LLC focuses on creating cutting-edge, easy-to-use sign language learning tools. The founders of Signing Savvy include educators, interactive media designers, and sign language experts representing over 40 years of experience in sign language education. The Signing Savvy web site, launched in January 2009, has grown to become the most comprehensive online sign language resource for educators, students, or anyone interested in American Sign Language. For more information, visit www.signingsavvy.com.

About Recorded Books:

Recorded Books, LLC, a Hights Cross Communications company, produces and distributes unabridged audiobooks and other audio products to public and university libraries and schools on CD, Playaway digital players and via a downloadable service. Over 9,000 titles are available for adults, children, and young adults in English and Spanish languages narrated by professional, award-winning actors. Packaging is designed for high circulation. One-year warranty, cataloging, processing, and free MARC records are available. Recorded Books also distributes several education and entertainment database services, educational lectures, and independent films on DVD. For more information, visit www.recordedbooks.com.

About Hights Cross Communications:

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