

MackinVIA: Reader App

ADA Compliant Video Script

Video Overview & Description

- **Title:** MackinVIA Reader App
- **Video Length:** 10:26 (10 minutes and 26 seconds)
- **Target Audience:** students, teachers, administrators, school & library users.
- **Accessibility Compliance:** Fully ADA (Americans with Disabilities Act) compliant. This script provides synchronized, word-for-word narrator audio paired with highly descriptive visual cues and clear section transitions tailored for students who are blind, visually impaired, or utilizing screen-reading technology
- **General Description:** The MackinVIA Reader app is your digital library on the go! It is designed to bring all your favorite ebooks, audiobooks, and study materials directly to your devices, so you can read, listen, and learn anytime, anywhere. By using your personal "Backpack" account, you get seamless access to all your saved resources across every device you use. More than just a reader, this app helps you stay organized by keeping all your notes, highlights, bookmarks, and citations in one place, ensuring that everything you learn stays connected and easy to find whenever you need it.

Below is the detailed, synchronized accessible media script for this video.

Linear Script

[00:00:01]

- **Visual Description:** The video opens on an abstract, animated background with purple and magenta gradients, diagonal pinstripes, and floating, translucent pink, white, and blue circles. There is no text on screen. The MackinVIA logo appears in the center: a black rounded square icon containing a stylized pinwheel made of eight multi-colored triangles (black, dark red, orange, yellow, lime green, teal, blue, and purple). Below the app icon, the text reads: "MackinVIA Reader App" (with "MackinVIA" and "App" in white, and "Reader" in lime green). Underneath, smaller white text states: "3.5 Million Titles • Anytime • Anywhere". The background darkens making the text and the app icon stand out more as it shrinks to the middle of the screen revealing a white tablet frame around it. A realistic black hand reaches up and taps the Reader App icon.
- **Audio (Narrator):** "The MackinVIA Reader app brings everything you need to read, listen, and study right to your device so you can use it anytime, anywhere."

[00:00:11]

- **Visual Description:** A white tablet in vertical orientation slides up from the bottom left of the screen against the purple background. On the tablet screen, the app's "Sign In" page is displayed for "Wildcat Media Center". The username "Oliver" is typed into the User ID box, followed by a secure password represented by hidden dots. On the right side of the screen, large white text fades in: "You'll need a personal backpack account to use the app." The right arrow under the text is tapped and the tablet and text slide off the screen to the left as they dissolve back to the purple graphic layout.
- **Audio (Narrator):** "You'll need a personal backpack account to use the app. This gives you access to your library, books, and saved work across all your devices."

[00:00:22]

- **Visual Description:** A large white bordered rectangle appears in the center containing the word "LOGIN". Directly below it, smaller white text reads "with your backpack" next to a small white corner accent bracket. The multi-colored pinwheel logo fills the screen to the left of bold white lowercase text crossing the screen diagonally, reading: "mackinvia.com". The scene cuts to a web browser window on a tablet displaying the **mackinvia.com** website. The "Sign In" panel shows the site location as "Wildcat Media Center". Using the on-screen keyboard, the user types "WildcatStudent" into the User ID field and fills in the password field with security dots. A touch indicator taps the "Log In" button.
- **Audio (Narrator):** "If you don't have a backpack account, go to MackinVIA in your web browser and sign in with your school's shared credentials."

[00:00:32]

- **Visual Description:** The browser opens to the MackinVIA student homepage. A purple banner header reads: "Welcome to MackinVIA!" The words, "Log In" in the upper right corner are selected and this opens a new page with two options: a bright blue "Log In" button and a blue grey "Register" button. A yellow circle highlights the "Register" button as it is tapped. The "Register" form page opens. The user fills out the required text fields: "Amalia" is typed into the User ID box, a password is created and re-typed into the Confirm Password box, and "Amalia" is entered into the First Name box. Optional fields like Notification Email and Last Name are left blank. The blue "Register" button at the bottom is tapped.
- **Audio (Narrator):** "Select 'Log in', and choose 'Register' to create your account."

[00:00:40]

- **Visual Description:** The view transitions back to the standalone white tablet above the purple abstract background. The black MackinVIA app icon sits in the

center of the tablet screen, and a realistic white finger taps it to open the application. The app's "Sign In" screen for "Wildcat Media Center" appears. The keyboard pops up, and the user logs in using their new personal backpack credentials: "Amalia" in the User ID box and her password in the field below.

- **Audio (Narrator):** "Then return to the app and sign in with your personal backpack username and password."

[00:00:47]

- **Visual Description:** A dynamic purple gradient slides over the top from the left, featuring moving purple and magenta gradients, diagonal pinstripes, and floating bokeh circles. A white geometric rectangle animates into the center containing the word "LIBRARY" in bold, all-caps text, with the word "navigation" appearing in smaller lowercase letters beneath it. A small pink triangle floats on the left side.
- **Audio:** [music swells]

[00:00:51]

- **Visual Description:** The screen transitions to a white tablet displaying the MackinVIA user dashboard interface. The top navigation bar shows the profile is signed in under "Welcome, Amalia!" At the top left, a cartoon owl mascot sits next to a purple banner that reads "Welcome to MackinVIA!" The homepage displays a row of book covers under the heading "Most Popular eBooks & Audiobooks", followed by rows labeled "Newest" and "Biographies". The tablet screen scrolls down smoothly, revealing more custom content rows, including: "Top Resources", "Mr. Anderson's Space/NASA Unit", "Graphic Novels", "Coding Camp", "Maker Challenge: Story Engineering", and finally, a section titled "Articles From DOGOnews" with image thumbnails and article previews.
- **Audio (Narrator):** "Once you're signed in, your 'Home' screen opens with featured resources and DOGOnews articles."

[00:00:58]

- **Visual Description:** The view scrolls back to the top of the page. The user taps the "Explore" tab in the top navigation bar. A dropdown menu appears with options: All, eBooks, Read-alongs, Audiobooks, Databases, Videos, Links, and Explore All. A yellow circle highlights the interaction. The page changes to "Explore Titles", showing a grid of book covers on the right and a "Filter Results" sidebar on the left. The user expands the "Interest Grade Level" menu and selects a checkbox next to "5 (2,118)". The main results counter at the top drops from 1-60 of 6,335 down to 1-60 of 2,118. Next the user expands the "Resource Features" menu and selects the checkbox next to "Interactive". A red circle is added to the demo to highlight how the search results count at the top changes instantly from thousands to "1-35 of 35".

- **Audio (Narrator):** "From here, use the 'Explore' menu to browse by format, and select filters to narrow your results."

[00:01:11]

- **Visual Description:** The user taps the "Groups" tab at the top. The page displays a collection of custom groups organized by tag buttons (e.g., 4th Grade ELA, Adapted, Atmosphere, Biomes, Book Club) and square content tiles below, such as Academy of Science, Animals, Cell Biology, and Coding Camp.
- **Audio (Narrator):** "You can also open 'Groups' curated by your teachers and librarians..."

[00:01:15]

- **Visual Description:** The user taps the "Categories" tab. This opens a clean grid layout of illustrated category tiles including Adventure, Animals, Art and Music, Biographies, Character, Classics, Easy Reading, and English. The user taps directly on the "Folklore, Fairytales, and Mythology" tile.
- **Audio (Narrator):** "...and 'Categories' where resources are organized by topic."

[00:01:20]

- **Visual Description:** On the "Folklore, Fairytales, and Mythology" page, the user demonstrates layout modes by tapping an icon with three stacked lines to change the layout from a book cover grid to a detailed vertical list showing book descriptions with detailed book summaries for titles like "The Gingerbread Man" and "Dragonfruit" alongside blue *Listen Now* and *Preview* buttons. The user then taps the "Tile View" icon containing five little rectangles to switch it back to the original grid layout.
- **Audio (Narrator):** "Easily switch between list view and tile view"

[00:01:26]

- **Visual Description:** To the left of the layout toggle, the user taps the sorting dropdown menu. A menu cascades down displaying choices: Resource A-Z, Resource Z-A, Author A-Z, Author Z-A, Newest, and Highest Rated. The user taps through them to demonstrate how the sorting order dynamically rearranges the books on screen.
- **Audio (Narrator):** "and sort titles alphabetically by author, newest, or highest rated."

[00:01:33]

- **Visual Description:** The user taps on the book cover for “The Hammer of Thor” by Rick Riordan. The screen transitions to a comprehensive Book Details page featuring a thumbnail image of the book cover, a text summary, a large blue "Read Now" button, and interactive sidebar features like *Add Favorite*, *Checkout*, and *Cite!*
- **Audio (Narrator):** "If a title catches your eye, open it to see more details."

[00:01:38]

- **Visual Description:** A dynamic purple gradient slides over the top from the left. featuring moving purple and magenta gradients, diagonal pinstripes, and floating bokeh circles. A white geometric rectangle animates into the center containing the word "ACCESSING" in bold, all-caps text, with the word "resources" appearing in smaller lowercase letters beneath it. A small pink triangle floats on the left side.
- **Audio:** [music swells]

[00:01:41]

- **Visual Description:** The purple gradient lifts off the top of the screen revealing a white tablet displaying the detailed information page for the book “The Hammer of Thor” by Rick Riordan. A touch indicator highlights the blue “Read Now” button, then the user taps the "Add Favorite" button on the right-hand action list. The text changes to "Remove Favorite", and the heart outline becomes a solid heart icon.
- **Audio (Narrator):** "From the details screen, you can read online or add the title to your 'Favorites' in your backpack."

[00:01:48]

- **Visual Description:** The user taps the "Checkout" button. The line updates to read "Return" and in smaller letters "Expires 05/28/2026". A new "Download" option appears below it in the list. Simultaneously, a circular green icon with a white checkmark appears over the bottom-right corner of the book cover layout. A red graphic arrow has been added to draw attention to the green icon.
- **Audio (Narrator):** "You can also check it out for single-user access or offline use. A green check mark means the item is checked out to you."

[00:01:58]

- **Visual Description:** The display switches to the grid view for the "Folklore, Fairytales, and Mythology" category. A red arrow graphic has been added to

highlight a red circle icon with a white circle and line through it on the cover of “Atlantis Rising” by T.A. Barron. This red icon indicates the item is unavailable.

- **Audio (Narrator):** "If a resource is checked out by another user, you'll see an 'Out' label on the cover."

[00:02:04]

- **Visual Description:** The user taps the cover of “Atlantis Rising” to open the book detail screen. Because the title is checked out, the main action button reads "Preview" instead of "Read Now". The user taps the "Request" button on the right sidebar menu and the option toggles to "Cancel Request". The interface transitions back to the "Explore Titles" screen. There is a red circle alert with a number 1 on the Backpack icon in the main navigation header. The user taps on the "Backpack" to open its dropdown menu, and selects "Requests", which also has a red circle alert with a number 1. This opens a list showing the cover of *Atlantis Rising* as an active hold. The user taps on the cover to open the full record window for the resource.
- **Audio (Narrator):** "You can 'Request' the title, and you'll receive an alert in your backpack when it's on hold for you."

[00:02:12]

- **Visual Description:** The scene displays the detail profile for “Atlantis Rising” again, which now shows an active blue "Read Now" button. The user taps "Checkout", which switches to display a return date of "Expires 05/28/2026". A touch indicator highlights a large blue button that says "Read Now" to demonstrate opening the book immediately. Then the user demonstrates an alternate path by tapping the "Backpack" navigation tab in the top of the interface and selecting "Checkouts" from the dropdown menu. This opens the "Checkouts" summary page, showing two books side-by-side: “The Hammer of Thor and Atlantis Rising.”
- **Audio (Narrator):** "Check it out, and choose 'Read Now' to open right away, or find it later in your backpack under 'Checkouts.'"

[00:02:21] (4)

- **Visual Description:** A dynamic purple gradient slides over the top from the left. featuring moving purple and magenta gradients, diagonal pinstripes, and floating bokeh circles. A white geometric rectangle animates into the center containing the word "BACKPACK" in bold, all-caps text. A white bracket floats on the bottom right of the word and a small pink triangle floats on the top left of the word.
- **Audio:** [music swells]

[00:02:25]

- **Visual Description:** The purple gradient lifts off the top of the screen revealing the MackinVIA Home screen interface. The user taps the "Backpack" option in the main navigation menu, opening a vertical dropdown menu listing: *Favorites*, *Checkouts*, *Assignments*, *Requests*, *Notebook*, *Class Sets*, and *History*. The user selects "Favorites" from the dropdown menu. The main interface updates to the "Favorites" dashboard, showing a grid layout labeled "1-62 of 62" saved book covers.
- **Audio (Narrator):** "Your 'Backpack' holds everything connected to your account: your Favorites..."

[00:02:30]

- **Visual Description:** From the "Backpack" menu the user selects "Checkouts". The screen instantly loads the "Checkouts" view, displaying a grid of currently active checked-out books.
- **Audio (Narrator):** "Checkouts,..."

[00:02:33]

- **Visual Description:** In the "Backpack" menu the user taps "Assignments". The screen changes to the "Assignments" page, displaying the title "The Bronze Bow". Under the book cover is a red banner that says "Assignment Due 06/30/2026".
- **Audio (Narrator):** "and Assigned Resources"

[00:02:35]

- **Visual Description:** From the "Backpack" menu, the user taps "Requests". The page refreshes to show the covers of four requested titles.
- **Audio (Narrator):** "Requests for titles you're waiting on"

[00:02:38]

- **Visual Description:** From the "Backpack" dropdown menu the user selects "Notebook". The "Notebook" page displays two blue buttons at the top: "Export All Notes" and "Download All Notes". Below them is a list of individual books showing stored user notes, highlights and bookmarks, with a count for each.
- **Audio (Narrator):** "your Notebook with all your notes and highlights"

[00:02:41]

- **Visual Description:** The user accesses the "Backpack" menu again, selecting "Class Sets". The interface switches to the "Class Sets" dashboard, showing restricted digital titles. One is available. One is locked. There is a red banner beneath each with the Class Set due date.
- **Audio (Narrator):** "any Class Sets shared by your teachers"

[00:02:45]

- **Visual Description:** The user opens the "Backpack" menu a final time and taps "History". A text-based log appears showing a historical list of past checkouts, each marked with a gray checkmark and an official checkout date.
- **Audio (Narrator):** "and a History of your past checkouts."

[00:02:49]

- **Visual Description:** In the sub-navigation bar situated right above the content area, a touch indicator navigates left across the horizontal text links: "History", "Class Sets", "Notebook", "Requests", "Assignments", and "Checkouts", before tapping "Favorites". The page quickly switches back to the original grid layout to favorite titles.
- **Audio (Narrator):** "You can access these areas from your backpack menu or from the navigation links at the top of each page."

[00:02:57] (5)

- **Visual Description:** A dynamic purple gradient slides over the top from the left, featuring moving purple and magenta gradients, diagonal pinstripes, and floating bokeh circles. A white geometric rectangle animates into the center containing the word "NOTEBOOK" in bold, all-caps text. The bottom line of the box vanishes, leaving a single white corner bracket beneath the right side of the title. A small pink triangle floats at the top left corner of the word.
- **Audio:** [music swells]

[00:03:01]

- **Visual Description:** The purple gradient lifts off the top of the screen, revealing a white digital tablet showing the Backpack "Notebook" inside the MackinVIA app. A counter displays "1-44 of 44" total resources. Below the counter are two large blue buttons labeled "Export All Notes" and "Download Notes." The screen scrolls vertically through a grid of digital book covers, including "Against All Odds," "Chemistry," "Navajo Code Talkers," "Night Witches," "The Future," "World War I," "Laws of Motion," and "Planets."

- **Audio (Narrator):** "Your notebook is where everything comes together. Every highlight, note, and bookmark you create is saved automatically and organized for you by resource."

[00:03:11]

- **Visual Description:** Beside each book cover, summary labels indicate the number of saved Notes, Highlights, and Bookmarks. A yellow circle outline highlights the cover of "Lines of Courage" by Jennifer A. Nielsen as the user taps it. The interface switches to the profile page for "Lines of Courage," automatically focused on the "Notes & Highlights" tab. The user scrolls down through a list of entries categorized by chapter (e.g., Chapter Twenty-Seven, Chapter Thirty-Two, Chapter Forty-Three). Each entry shows the exact paragraph text highlighted, the modification date ("Last Edited: 05/22/2026"), and personalized text labels like "*Theme: compassion*" and "*Theme: courage*".
- **Audio (Narrator):** "So when it's time to study or work on a project, everything you need is already in one place."

[00:03:19]

- **Visual Description:** The user taps on the note in Chapter Twenty-Six and the opens to that place. On the left page, a paragraph is highlighted in bright yellow: "*War changes a person, you know. Some will grow angry and bitter. Others will find courage and compassion. Your father is worried about you.*"
- **Audio (Narrator):** "From your 'Notebook,' you can jump right back to where you were in the book."

[00:03:24]

- **Visual Description:** The screen transitions back to the "Notes & Highlights" tab on the book's profile overview page. A close-up interaction displays the management tools for a single note entry. Tapping the three vertical dots icon to the right of each note reveals quick action buttons to edit (note and pencil icon), or delete (trash can icon).
- **Audio (Narrator):** "You can also view, edit, delete..."

[00:03:31]

- **Visual Description:** The user taps the blue "Export Notes" dropdown button. A menu overlay appears with three options: "Save to Google", "Save to OneDrive", and "Print".
- **Audio (Narrator):** "...export, and print your notes from any device so your work stays organized and ready when you are."

[00:03:39] (6)

- **Visual Description:** A dynamic purple gradient slides over the top from the left, featuring moving purple and magenta gradients, diagonal pinstripes, and floating bokeh circles. A white geometric rectangle animates into the center containing the word "READING" in bold, all-caps text. The bottom line of the box vanishes, and the lowercase text "e-books" fades in just below the right corner. A small pink triangle floats at the top left corner of the word.
- **Audio:** [music swells]

[00:03:42]

- **Visual Description:** The purple gradient lifts off the top of the screen revealing a white digital tablet showing the MackinVIA digital library interface under the user profile "Welcome, Amalia!". On the book details screen for "Astronauts" by Dalton Rains, the user taps the blue "Read Now" button. The book immediately opens to a two-page spread titled "Chapter 4: MORE MISSIONS", featuring an image of the SpaceX Dragon capsule docked to the ISS on the right page.
- **Audio (Narrator):** "Select 'Read Now' to open a book and jump right back to where you left off."

[00:03:47]

- **Visual Description:** The user taps on the center of the page, prompting the upper and lower reader toolbars to slide into view. The bottom timeline toolbar updates to display "Chapter 4: More Missions" and "Page 22 of 33" alongside a blue horizontal progress slider.
- **Audio (Narrator):** "Tap or click the screen to see your reader tools."

[00:03:52]

- **Visual Description:** The user taps the menu icon (three horizontal stacked lines) in the upper-left corner. A dark charcoal sidebar titled "Menu" slides out from the left edge, and a touch indicator highlights the first option, "Close Book".
- **Audio (Narrator):** "From the main menu, you can close the book to return to your MackinVIA library,..."

00:03:57]

- **Visual Description:** In the open main menu along the left side of the screen, the user taps on "Notebook" and the notebook window opens, displaying the reader's saved "Notes/Highlights" and "Bookmarks" tied specifically to this title. The user taps the "x" in the top right corner of the window to close the notebook.

- **Audio (Narrator):** "...open your Notebook."

00:04:01]

- **Visual Description:** The side main menu opens again and the user taps "Table of Contents". The menu expands to show structural links: *Cover, Title Page, Credits, Table of Contents, Chapter 1, Chapter 2, Chapter 3, Chapter 4, Comprehension Questions, and Glossary*. The user taps through different chapter links, causing the book pages in the background to dynamically update to that page.
- **Audio (Narrator):** "... jump through the Table of Contents."

00:04:07)

- **Visual Description:** The user taps "back" to the main menu and selects "Ebook Details". A small profile card slides out over the main menu options, detailing the book's metadata: Title: Astronauts, Coauthors: Rains, Dalton, Publisher: Apex Editions, Date of Publication: 2025, and Length: 32 pages.
- **Audio (Narrator):** "... view Book Details."

00:04:01]

- **Visual Description:** The user taps "back to the main menu" and taps "Search". A search dialog box appears, and the user types the word "armstrong". A search result snippet reading "Neil Armstrong was the first to walk on the Moon" appears. Tapping the snippet instantly turns the book to page 14, showing a full-bleed photo of an astronaut on the lunar surface under the header "FIRST MOON LANDING"
- **Audio (Narrator):** "... Search within the text,"

00:04:19]

- **Visual Description:** The user taps the "x" in the upper right corner to close out of search mode, and opens the main menu to access built-in "Citations". A window pops up over the reading view, neatly providing pre-formatted bibliographies for MLA, APA, and Chicago Style.
- **Audio (Narrator):** "...or access built-in Citations in MLA, APA, and Chicago Style formats, ready to copy and paste."

00:04:28] (7)

- **Visual Description:** A dynamic purple gradient slides over the top from the left. featuring moving purple and magenta gradients, diagonal pinstripes, and floating bokeh circles. A white geometric rectangle animates into the center containing the word "CUSTOMIZE" in bold, all-caps text. The bottom line of the box vanishes,

and the lowercase text “your reading” fades in just below the right corner. A small pink triangle floats at the top left corner of the word.

- **Audio:** [music swells]

[00:03:42]

- **Visual Description:** The purple gradient lifts off the top of the screen revealing a white tablet displaying the MackinVIA “Explore Titles” page filled with resource covers. The user navigates the left-hand sidebar under "Resource Features" and selects “Reflowable Content”, then taps on a title. The detail page for “The fire of stars: the life and brilliance of the woman who discovered what stars are made of” by Kirsten W. Larson appears. The user taps the blue "Read Now" button.
- **Audio (Narrator):** "Want to customize your reading? You have options depending on the type of book."

[00:04:36]

- **Visual Description:** The e-book opens to a chapter titled "A Star Is Born". The user taps the center of the screen to display the reader toolbar. The user selects the "Aa" font adjustments icon. A sub-menu offers choices for text sizing, font style, and background contrast. The user changes the font style from *Default* to "Open Dyslexic" from a dropdown listing options like *Lato*, *Roboto*, *Open Dyslexic*, *Courier New*, *Times New Roman*, and *Noto Sans*. The user then changes the background theme panel from "White" to "Sepia" and finally to "Black", transforming the page to white text on a black background. The user opens the left sidebar menu and taps "Close Book".
- **Audio (Narrator):** "Reflowable ebooks adjust to your screen. You can customize the font size, style, brightness, and background color to make reading more comfortable."

[00:04:52]

- **Visual Description:** The app interface returns to the dashboard grid layout. The user taps on the book cover for See-through animals by Natalie Lunis and selects "Read Now". The book opens to page 8 of 26, displaying a profile on the "Glass Frog" with a striking close-up image of a translucent green frog. The user taps to pull up the reader toolbar, then taps on the "Zoom In" magnifying glass which scales closer into the frog and caption which reads, “The skin on a glass frog’s underside is especially thin, allowing the body parts inside to show through clearly.” The user taps the "Page View" book layout icon to change from a two-page spread to a one page layout.
- **Audio (Narrator):** "In all books, you can zoom in and out, switch page views..."

[00:05:02]

- **Visual Description:** The user taps the "Play" icon on the reader toolbar to open the audio controls, where they tap a second "play" icon to begin the playing text-to-speech. The system voice begins reading aloud, dynamically highlighting the sentences in yellow and individual spoken words in dark gray.
- **Audio (Narrator):** "and use text-to-speech to listen while you read, with words highlighted on the screen."

[00:05:02]

- **Visual Description:** The user opens the audio settings panel, revealing playback speed modifiers (0.5x, 0.75x, 1x, 1.25x, 1.5x) and a vertical list of synthetic narrator voices (like Samantha, Albert, Fred, and Kathy). The taps to select the "Samantha" voice profile. Voice and speed are not altered. The user opens the main menu by tapping on the three lines in the top left corner and closes the book, returning to the full MackinVIA library.
- **Audio (Text-to-Speech Voice):** "...is not to show off its insides, however. Instead, by allowing the color of the leaves in its forest home to show through..."

[00:05:14]

- **Visual Description:** The app shifts back to the main digital library dashboard. The user selects "Storm of the century: a Hurricane Katrina Story" by Stephanie True Peters and opens it. The content loads as an illustrated graphic novel layout on a page titled "INTRODUCING". Graphic text pointers point out characters named "MR. & MRS. THOMPSON", "NATIONAL GUARD", "RICKY", and "CLEO."
- **Audio (Narrator):** "Some titles include audio, video, and interactive features that bring the content to life."

[00:05:21]

- **Visual Description:** An audio track embedded inside the graphic novel plays. As the character audio clip speaks, subtle highlight animations guide the reader across the corresponding dialogue boxes on the page.
- **Audio (Book Audio Character):** "My mom and dad, Mr. and Mrs. Thompson, and the National Guard guys. I'm Ricky, and this is my friend Cleo."

[00:05:33]

- **Visual Description:** A page from the book, "Birds of Minnesota Field Guide" by Stan Tekiela, slides into the frame. showing detailed log profiles for the Brown-headed Cowbird,. The user taps dynamic links in the text to open the spreads for

the European Starling and Common Grackle.

Audio (Narrator): “[music sells]”

[00:05:42] (8)

- **Visual Description:** A dynamic purple gradient slides over the top from the left, featuring moving purple and magenta gradients, diagonal pinstripes, and floating bokeh circles. A white geometric rectangle animates into the center containing the word "BOOKMARKS" in bold, all-caps text. The bottom line of the box vanishes, leaving a single white corner bracket beneath the right side of the title. A small pink triangle floats at the top left corner of the word.
- **Audio:** [music swells]

[00:05:45]

- **Visual Description:** The purple gradient graphic lifts off the top of the screen revealing a white digital tablet displaying an open illustrated children's e-book titled “Go, Wilma, go! : Wilma Rudolph, from athlete to activist.” The page displays a colorful illustration of three female track athletes sprinting, with the central runner crossing a red finish line ribbon. On-screen text reads: "Pushing off her left leg, she soars across the finish line." and "Wilma wins!". The user moves to the top right corner of the page and taps a white bookmark ribbon icon, which immediately fills with a solid red color.
- **Audio (Narrator):** "Select the bookmark icon to save your place in the book."

[00:05:49]

- **Visual Description:** The user navigates to the top toolbar and taps the notebook icon in the right corner. A modal window titled "Notebook" opens over the page, displaying two tabs: "Notes/Highlights" and "Bookmarks". Under the active "Bookmarks" tab, a vertical list of three saved entries for the book is visible, showing page numbers and a creation date of 5/23/2026. The user taps the entry for "Page 11 of 39". The notebook window disappears, and the book page dynamically changes to page 11's illustration of a newspaper cutout titled "DAILY NEWSPAPER" with the prominent headline "WILMA WINS GOLD".
- **Audio (Narrator):** "You can return to bookmarked pages anytime from your notebook."

[00:05:54]

- **Visual Description:** A dynamic purple gradient slides over the top from the left, featuring moving purple and magenta gradients, diagonal pinstripes, and floating bokeh circles. A white geometric rectangle animates into the center containing the word “STUDY TOOLS” in bold, all-caps text. The bottom line of the box

vanishes, and the lowercase text “your reading” fades in just below the right corner. A small pink triangle floats at the top left corner of the word. The bottom line of the box vanishes, leaving a single white corner bracket beneath the right side of the title. A small pink triangle floats at the top left corner of the word.

- **Audio:** [music swells]

[00:05:57]

- **Visual Description:** The purple gradient graphic lifts off the top of the screen revealing a white digital tablet showing an open two-page spread from the e-book “Sisters in science : Marie Curie, Bronia Dluska, and the Atomic Power of Sisterhood.” The left page features text over an illustration of two girls sharing a bed. The user presses and drags to highlight the phrase “building blocks” near the bottom of the page, opening the pop-up menu near the text.. A hand reaches into the screen and the fingers pinch zoom in on the page.
- **Audio (Narrator):** “To highlight, select a word or drag across the text.”

[00:06:01]

- **Visual Description:** The user taps the circular color palette icon on the pop-up toolbar, expanding an array of color choices. The user selects a yellow circle, instantly changing the blue highlighted text on the page to yellow. A touch indicator highlights the underline tool icon, but does not select it.
- **Audio (Narrator):** “A menu pops up where you can change the highlight color, or underline, “

[00:06:08]

- **Visual Description:** The user taps the sticky note icon on the toolbar. A “Notebook” text window opens over the screen. Using the digital keyboard, the user types “Atoms = building blocks” into the field and taps the blue “Save” button, which logs the entry under the “Notes/Highlights” list - attached to the highlighted text “building blocks”. The user closes the notebook window.
- **Audio (Narrator):** “add a note,”

[00:06:15]

- **Visual Description:** The pop-up menu is displayed next to the word “atoms”. The user taps the magnifying glass search icon. Numbers at the top center of the search frame indicate the current entry in the book, starting on 1 of 8 with the current page. The arrow to the right of the numbers is tapped, and the book jumps forward to page 2, then 3, showing an illustrated diagram of historical scientists. The target word “atoms” is circled on the page with a red arrow graphic added to

point it out. The user closes out of the search frame by tapping the “x” in the top right corner.

- **Audio (Narrator):** "...search the book for other places that word or phrase appears..."

[00:06:21]

- **Visual Description:** The user taps the word atoms on the new page of historical scientists, and the pop-up toolbar appears the left. The user taps the trash can icon in the pop-up menu, demonstrating how to clear out existing markups.
- **Audio (Narrator):** "... delete the highlight and any attached notes, and play text to speech-"

[00:06:25]

- **Visual Description:** The user taps the triangular "Play" icon on the annotation menu. Text-to-Speech begins reading aloud, dynamically tracking the text by highlighting the active phrase in yellow and individual spoken words in dark grey.
- **Audio (Narrator):** "... and play text to speech-"
- **Audio (Text-to-Speech Voice):** "Marie Curie gave the process of atoms coming apart..."
- **Audio (Narrator):** "...with words highlighted on the screen."

[00:06:32]

- **Visual Description:** The user taps on the word "RADIOACTIVITY!" and selects the open-book dictionary icon from the pop-up menu. A modal window titled "Dictionary" covers the center of the page, displaying the word definition provided by Merriam-Webster. The user taps the audio speaker icon next to the word to play its audio pronunciation.
- **Audio (Narrator):** "Select a word any time to see an instant dictionary definition and hear how it's pronounced..."
- **Audio (Dictionary Voice):** "Radioactivity."
- **Audio (Narrator):** "...all without leaving the app."

[00:06:45]

- **Visual Description:** The dictionary window closes, returning to the two-page spread. A small purple outlined sticky note is highlighted by a red arrow graphic in the right-hand margin next to the text block, indicating an attached note.

- **Audio (Narrator):** "When you add a note, an icon appears in the margin so you can easily find it to edit or delete."

[00:06:52]

- **Visual Description:** The user taps the sticky note shortcut icon. A window slides up revealing a running log of chronologically dated notes and highlights. The user opens the Bookmarks tab to show bookmarks, then returns to the Notes & Highlights tab and scrolls down through the entries. The user taps the pencil edit icon next to a page 14 entry, adds the text "2nd Nobel Prize", changes the highlight color to pink, and taps "Save".
- **Audio (Narrator):** "All your notes, highlights, and bookmarks go straight into your notebook, where you can organize, color code, and edit them anytime."

[00:07:05]

- **Visual Description:** The user scrolls down through more notes in the notebook and taps existing highlight snippet from page 18. The notebook menu instantly disappears, and the reader automatically jumps to the corresponding full-page illustration layout on pages 18 and 19, where we see the highlight that was tapped in the Notebook.
- **Audio (Narrator):** "From your notebook you can jump right back to that exact place in the book so your ideas stay connected and your reading stays in one place."

[00:07:17]

- **Visual Description:** The reader demonstrates the two methods for opening the Notebook: either by tapping the Notebook icon at the top right of the reader toolbar, or choosing Notebook from the main left sidebar menu.
- **Audio (Narrator):** "Open your notebook here or from the main menu."

[00:07:24]

- **Visual Description:** The user selects "Close Book" from the left-hand main menu sidebar, returning to the book details page. The user taps the "Backpack" drop-down menu at the top of the interface and selects "Notebook". The screen changes to a grid with multiple titles (Sisters in Science, Ruby Bridges, Lines of Courage, etc), and the total notes, bookmarks and highlights each contains.
- **Audio (Narrator):** "When you're done reading, close the book to return to your library, where you'll find all your notes saved in your Backpack Notebook."

[00:07:33] (10)

- **Visual Description:** A dynamic purple gradient slides over the top from the left, featuring moving purple and magenta gradients, diagonal pinstripes, and floating bokeh circles. A white geometric rectangle animates into the center containing the word "AUDIOBOOKS" in bold, all-caps text. The bottom line of the box vanishes, leaving a single white corner bracket beneath the right side of the title. A small pink triangle floats at the top left corner of the word.
- **Audio:** [music swells]

[00:07:36]

- **Visual Description:** The purple gradient graphic lifts off the top of the screen revealing a white digital tablet displaying the MackinVIA platform dashboard. Under "Filter Results" on the left menu, the user highlights "Audiobooks (300)". The user taps on the book cover for An Ocean Apart by Jill Tew, opening its details page, and then taps the blue "Listen Now" button.
- **Audio (Narrator):** "Audiobooks open in the same reader window, so everything feels familiar."

[00:07:42]

- **Visual Description:** The audiobook interface appears inside a white player frame, centering the square book cover art for An Ocean Apart. A teal progress bar spans across the bottom. The user taps the "Play" button (triangle icon), which turns into a "Pause" button (two vertical bars).
- **Audio (Narrator):** Narrator: "Play..."
- **Audio (Audiobook Voice):** "Gotcha. My prey hovers over the swamp..."
- **Audio (Narrator):** "...or pause..."

[00:07:47]

- **Visual Description:** The user taps the "Rewind" button (two left-facing arrows) and then taps the "Fast Forward" button (two right-facing arrows) on the control bar.
- **Audio (Narrator):** "...rewind, or fast-forward..."

[00:07:51]

- **Visual Description:** The user demonstrates tracking adjustments by tapping the "Skip Back" and "Skip Forward" icons (arrows block-ended by a vertical line), skipping the player back to the beginning of "Track 3" then forward to "Track 4".

- **Audio (Narrator):** "...skip back or forward between tracks..."

[00:07:55]

- **Visual Description:** The user taps the playback speed indicator button, labeled "1x" with a small down arrow. A dropdown menu expands upward revealing speed options: *0.5x, 0.75x, 1x, 1.25x, 1.5x, 2x, 2.5x, and 3x*. The user taps "1.25x".
- **Audio (Narrator):** "...and adjust playback speed."

[00:07:59]

- **Visual Description:** The user taps the menu icon (three horizontal stacked lines) in the top left corner. A dark charcoal sidebar titled "Menu" slides out from the left edge, showcasing options: "Close Book", "Notebook", "Table of Contents", "Audiobook Details", and "Citations."
- **Audio (Narrator):** "Open the main menu to close the book when you're done reading, open your notebook..."

[00:08:06]

- **Visual Description:** The user selects "Table of Contents" from the sidebar. The menu switches to a numerical list of tracks (*Track 1* through *Track 13*) alongside individual track runtimes. The user scrolls down and selects "Track 7" and then "Track 11", instantly updating the main player track position.
- **Audio (Narrator):** "view the track list in the table of contents, and jump to any track."

[00:08:12]

- **Visual Description:** The user taps "Back to Menu" and selects "Audiobook Details". A summary panel fills the left side of the screen displaying catalog text: Title, Author, Publisher, Date of Publication (2025), Total Length (10:02:28), and a short summary block.
- **Audio (Narrator):** "see book details,"

[00:08:16]

- **Visual Description:** The user returns to the menu and selects "Citations". A centered white overlay window opens with formatted text for MLA, APA, and Chicago-style citations. The citations window is closed when the user taps the small "x" in the top right corner.
- **Audio (Narrator):** "and access built-in citations. Yes, even your audiobooks include citations that are ready to copy and paste."

[00:08:26]

- **Visual Description:** The user taps a small ribbon silhouette icon. The icon turns from an open outline to a solid bright red Bookmark tag.
- **Audio (Narrator):** "To save your place, select the bookmark icon."

[00:08:29]

- **Visual Description:** The user taps the notebook icon in the top reader toolbar. A modal window titled "Notebook" opens over the center, showing a running list of saved bookmarks categorized by track numbers, timestamps, and save dates (e.g., *Track 11*, *Track 19*, *Track 24* logged on 5/26/2026).
- **Audio (Narrator):** "All bookmarks are stored in your notebook, just like in your e-books. So whether you're reading or listening..."

[00:08:35]

- **Visual Description:** The user taps on the "Track 35 - 12:58" entry. The Notebook window closes and the audiobook jumps to 12 minutes and 58 seconds into track 35.
- **Audio (Narrator):** "everything stays connected."

[00:08:38] (12)

- **Visual Description:** A dynamic purple gradient slides over the top from the left. featuring moving purple and magenta gradients, diagonal pinstripes, and floating bokeh circles. A white geometric rectangle animates into the center containing the word "OFFLINE" in bold, all-caps text. The bottom line of the box vanishes, and the lowercase text "availability" fades in just below the right corner. A small pink triangle floats at the top left corner of the word.
- **Audio:** [music swells]

[00:08:41]

- **Visual Description:** The purple gradient graphic lifts off the top of the screen revealing a white digital tablet displaying the MackinVIA book details page for the e-book *Animal robots* by Sue L. Hamilton. The user taps "Checkout" in the right-hand action column. The "Checkout" button changes to a "Return" button with the expiration date listed. A "Download" button with a cloud icon appears below the Return button and the user taps on it. A "Downloads" bar pops up at the bottom left, showing a loading bar progressing rapidly from "0% Downloaded" to "53% Downloaded", and finally "100% Downloaded" with a "Download Finished" checkmark. The "Download" button changes to a "Return to Cloud" button.

- **Audio (Narrator):** "To read or listen offline, check out a title and choose download."

[00:08:49]

- **Visual Description:** The downloaded book opens to a two-page spread (pages 4 and 5). Page 4 contains the title text "Animal Robots" and introductory paragraphs. Page 5 features a vibrant close-up illustration of a green robotic lizard resting on a green branch, along with a black callout box titled "XTREME FACT" about biomimicry. The user drags through some text at the bottom left, which highlights it in yellow and opens the pop-up menu.
- **Audio (Narrator):** "Once it's downloaded, you can use all your reading and study tools even without internet access."

[00:08:56]

- **Visual Description:** The user taps on the page to open the Reader Toolbar. Then they tap on the notebook icon at the top right of the toolbar. The "Notebook" window opens over the screen, displaying a list of existing entries under the "Notes/Highlights" tab, showing tagged highlights from pages 6, 7 and 14. The notebook window is closed. The user taps on the main menu button (three horizontal lines) in the top left corner of the Reader Toolbar. The dark charcoal side "Menu" panel slides in on the left side of the tablet screen, revealing quick links for Close Book, Notebook, Table of Contents, Ebook Details, Search, and Citations. The book is closed, returning the user to the details page for the e-book "Animal Robots" by Sue L. Hamilton.
- **Audio (Narrator):** "When you're back online, everything syncs automatically."

[00:09:06]

- **Visual Description:** On the book details page, the book is "Returned to the Cloud." Then the user opens the "Backpack" drop-down menu at the top, and selects "Notebook". The screen transitions to a global dashboard grid filled with cover images of titles that contain bookmarks and highlights. (Sisters in Science, Ruby Bridges, Plate Tectonics, Inside a Plant, Animal Robots, Aye-Ayes)
- **Audio (Narrator):** "When you're back online, everything syncs automatically. Your bookmarks, notes, and highlights from the book show up in your backpack notebook."

[00:09:15]

- **Visual Description:** On the main notebook page, the user taps on the Highlights link next to the book cover for Animal Robots. The Notes & Highlights tab opens

on the book details page and the user scrolls down through the notes & highlights that have been made in the book.

- **Audio (Narrator):** "So you can keep learning anywhere, on any device, and pick up right where you left off."

[00:09:21] (13)

- **Visual Description:** A dynamic purple gradient slides over the top from the left. featuring moving purple and magenta gradients, diagonal pinstripes, and floating bokeh circles. A white geometric rectangle animates into the center containing the word "MULTIPLE" in bold, all-caps text. The bottom line of the box vanishes, and the lowercase text "devices" fades in just below the right corner. A small pink triangle floats at the top left corner of the word.
- **Audio:** [music swells]

[00:09:24]

- **Visual Description:** The purple gradient graphic lifts off the top of the screen revealing a blue/purple gradient screen with pinstripes and floating bokeh circles. On the left, bold white text reads: "Read your title online from any device." On the right, three digital screens (a laptop, a tablet, and a smartphone) slide into view, overlapping. All three screens concurrently display an open page of the same illustrated e-book featuring honeybees surrounding a flower.
- **Audio:** "You can read your title online from any device,"

[00:09:28]

- **Visual Description:** A white tablet slides up from the bottom of the screen showing the MackinVIA details page for Honeybee: the busy life of Apis mellifera by Candace Fleming. The user taps the "Download" button on the right menu. A "Downloads" status bar slides up from the bottom of the page, showing the rapid download progress from "0%" to "22% Downloaded" to "91% Downloaded" to "Download Finished."
- **Audio (Narrator):** "but downloads are limited to one device at a time."

[00:09:31]

- **Visual Description:** A black smart phone slides up from the bottom over the tablet on the lower left side. It is open on the details page for the same Honeybee resource. The Return option is greyed out, and there is no "Download" or "Return to Cloud" option like we see on the tablet. A red arrow graphic is added pointing directly to the "Return to Cloud" button on the tablet interface. Once the resource is returned to the cloud on the tablet, the smartphone screen updates, allowing the user to Download. Once the download is complete, the "Download" button on the

smart phone changes to a “Return to Cloud” button. On the tablet interface, the Download button disappears.

- **Audio (Narrator):** "To move a downloaded title, choose 'Return to Cloud,' then download it on the new device."

[00:09:41]

- **Visual Description:** An informational callout box outlines the grayed-out "Return" button on the tablet, displaying the warning text: "This resource has been downloaded and cannot be checked in." A red arrow appears on the smartphone screen pointing to its lower menu option "Return to Cloud" to demonstrate how to unlock the license from the active device. The book is returned to the cloud from the mobile device and the “Return” and “Download” options become available on both devices.
- **Audio (Narrator):** "When you're finished with a title, return it from your backpack so others can use it. If the book is downloaded, you'll need to choose Return to Cloud first from the device where the book is downloaded. Then you can complete the return."

[00:09:57]

- **Visual Description:** The page updates cleanly on both devices, showing the title successfully returned to the school's digital inventory. The “Return” button is replaced by a “Checkout” button.
- **Audio (Narrator):** "If you forget, it will return automatically when the checkout period ends."

[00:10:03]

- **Visual Description:** A collage of different device screens populates a vibrant violet canvas. The colorful, pinwheel-style MackinVIA logo sits prominently at the center. Surrounding it are mobile phones, tablets, and laptops displaying book lists (such as Folklore, Fairytales, and Mythology), comic strip illustrations, an entry on a Tarsier, and an iOS home screen featuring customized clock, calendar, and weather widgets alongside the MackinVIA app icon.
- **Audio (Narrator):** "And that's the MackinVIA Reader app in action."

[00:10:07]

- **Visual Description:** Directly beneath the centered corporate brand open-book logo graphic, an assortment of small, multi-colored round feature bubble icons begins to sprout and float softly upward across the purple screen layout like bubbles. The floating icons include a yellow star icon for favorites, a speaker cone

line graphic for audiobooks, a white magnifying glass for search, and text quote marks for citation logs, emphasizing multiple features.

- **Audio (Narrator):** "It's more than a place to read or listen. It helps you stay organized..."

[00:10:11]

- **Visual Description:** The screen changes to a hand holding a tablet open to MackinVIA "Database Search Results" for the term "telescope". The page scrolls through some of the search results including "Astronomers Capture First Close-Up Picture Of A Star Outside Our Galaxy" and "NASA's James Webb Space Telescope Is Fully Deployed".
- **Audio (Narrator):** "take notes..."

[00:10:14]

- **Visual Description:** A hand reaches in to tap one of the links and the screen transitions to a two-page educational spread titled "MAPPING THE SOLAR SYSTEM". Detailed illustrations of the Sun, Mercury, Venus, Earth, Mars, Jupiter, Saturn, Uranus, and Neptune are scattered across orbital lines. A hand swipes the screen right to left to the next spread displaying a page titled "TELESCOPES" featuring a historical portrait of Galileo Galilei.
- **Audio (Narrator):** "and connect everything you learn, all in one place."

[00:10:19]

- **Visual Description:** The video cuts to a striking purple and magenta gradient pattern with diagonal textured lines and small glowing circular bubbles floating around, similar to what was seen at the beginning. In the center sits the multicolored MackinVIA pinwheel logo. Directly below the logo, the phone number "800.245.9540" and the website "MackinVIA.com" are displayed in clean, white text. The logo, text, and geometric background patterns remain static on the screen and then fade to black.
- **Audio:** [Upbeat music swells and then fades out.]