

FOR IMMEDIATE RELEASE

MoBoo (by CLCD) Launches Version 3 — Smarter, Safer, and More Engaging Reading for Every Child

Somers Point, NJ – October 23, 2025 — **MoBoo**, a global reading platform helping parents and children discover books they'll love, today announced the launch of **Version 3**, its most powerful and family-friendly release yet.

A **spin-off from the Children's Literature Comprehensive Database (CLCD)** — the trusted research platform used by schools and libraries for over 25 years — MoBoo brings that same expertise directly to families through an engaging, AI-powered reading app.

Since launch, MoBoo has connected **more than 30,000 parents and children** with books matched to each child's age, reading level, and interests, and is **on track to reach 100,000 users within the year**.

What's New in MoBoo v3

- **AI-Powered Book Matching** — Smarter algorithms recommend books tailored to each child's unique reading journey.
- **Read-Aloud Mode** — Kids can now hear and see words highlighted as they read, improving vocabulary and fluency.
- **Simplified Parent Dashboard** — A modern interface lets parents manage preferences, review progress, and explore recommended titles for each child.
- **10,000+ New Free Books** — Classics like *Peter Pan*, *The Jungle Book*, and *Alice in Wonderland*, plus thousands of multicultural and contemporary stories.
- **Safe, Curated Library** — Every title is professionally reviewed for age-appropriateness and educational value.
- **Personalized Rewards & Quests** — Reading milestones and medals keep kids motivated and proud of their progress.

Built for Families — and Now, for Publishers

With MoBoo v3, the platform is expanding to welcome **publishers worldwide** to share both **new and backlist titles** directly with its fast-growing reader base. The app's discovery

engine ensures that every book finds its most receptive audience — whether a parent searching for bedtime stories or a teen exploring adventure and science fiction.

“MoBoo v3 represents a turning point — not just for families, but for the entire children’s publishing ecosystem,” said **Dr. Ajay Gupte**, Founder and CEO. “As a spin-off from CLCD, we’ve taken decades of data and insight on what children love to read and built a living, interactive platform that connects readers, parents, and publishers across the world.”

A Global Reading Movement

MoBoo is currently growing rapidly across **Africa and Asia**, offering both **freemium and ad-supported models** to make reading accessible to every family. Its proprietary recommendation engine — powered by **over 10 million data points** — delivers culturally diverse, engaging, and age-appropriate books that build lifelong reading habits.

About MoBoo

MoBoo is an AI-powered reading companion for children aged 4–14 and their families. A spin-off from the **Children’s Literature Comprehensive Database (CLCD)**, MoBoo combines CLCD’s vast literary metadata with modern personalization tools to help families discover safe, engaging, and developmentally appropriate books.

The **MoBoo app is available for both Android and Apple devices** on **Google Play** and the **App Store**.

Learn more at **moboo.com**

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