

Penguin Group (NZ) partners Kiwa Media's world first interactive e-books for children



Penguin Group (NZ), in partnership with Kiwa Media, is bringing a number of popular children's picture books into the digital arena with **QBook**: the world's first touch-enabled and interactive read-along storybook.

E-book technology is developing fast and it is the future of book publishing. The launch of Penguin's **Sebastian's Tail QBook** for the iPhone and iPod Touch offers a fabulous example of that, as an e-book developed specifically for children.

Roger Shakes, Kiwa Media Vice President, Business Development, believes **QBook** represents the latest evolution in digital publishing for children.

'The option to buy children's books in the digital arena has been rather limited. **QBook** has been designed to give kids the most interactive reading experience whilst still retaining all the elements of the original book. The arrival of the iPad is fantastic. Reading **Sebastian's Tail QBook** on the iPad is going to be awesome.'

Sebastian's Tail QBook is completely intuitive. Swipe-to-Read™ enables children to run their fingers across the words and letters and hear the story read aloud as the graphics pop-up and change color. Touch-to-Hear™ allows children to hear the individual word spoken while Touch-to-Spell™ enables the child to actually hear the word being spelt.

Children and parents can customise **Sebastian's Tail QBook** by recording their own voice and colouring in every picture in the book. There are also puzzles, including Wordfind and Memory Pairs that draw words and illustrations from the book to keep children fully engaged. You can even switch languages to explore the story and puzzles in English, Maori, Spanish and Portuguese.

Penguin Group (NZ) is currently implementing a range of initiatives for digital books and the launch of **Sebastian's Tail** allows the company to take a global lead with innovative digital content consumers will enjoy.

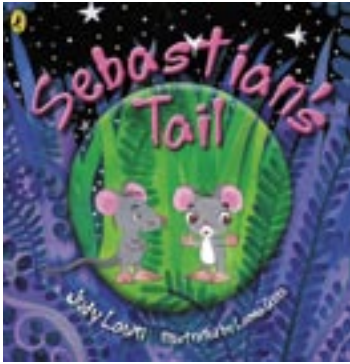
'**Sebastian's Tail** is the tip of the iceberg,' says Jeff Atkinson, General Manager, Publishing and Production, Penguin Group (NZ). 'All the signs point to an explosion in digital books in 2010 and taking our Kiwi books in multiple languages to a global market is extremely exciting.'

Sebastian's Tail QBook can be downloaded directly to the iPhone or iPod Touch. With the recent release of Apple's iPad and Touchscreen widely available, the market for **QBook** is already expanding so the future for these digital picture books is bright.



'Children are turning to screens to explore the world,' says Roger Shakes. 'Reading is essential as ever and it will always be the foundation of a good education. Why not get started with **Sebastian's Tail QBook**?'





The book, author and illustrator

Sebastian's Tail is the gorgeous story of a rat with a problem — he has no tail. Try as he might he just can't find the right tail for him. They're either too long or too curly — or even too fluffy. Just when he has given up, help arrives.

Author, Judy Lawn has been writing for nearly 25 years. Her short stories have been published in various magazines, she has also worked as Editor for a suburban newspaper and taught Creative Writing. Two of her children's stories were produced for radio and she has also written two young adult novels. Illustrator Lamia Aziz Diploma has a Diploma in in Graphic Art and has worked as an illustrator and art

teacher. As well as books, Lamia has illustrated for Unicef projects. In 2002 her work was selected for exhibition at the Bologna Children's Book fair in Italy.

Try before you buy

Download **Sebastian's Tail** Free **QBook** Lite from iTunes www.itunes.com/apps/kiwamedia

Other planned releases

Currently there are two titles available and by the end of February four of the five titles available on the **QBook** will be Penguin titles — **Sebastian's Tail** along with **Wheelbarrow Wilbur** by Narine Groome & Bevan Fidler, **That's Not Junk** by Nikki Slade Robinson and **Flick** (yes it is the little fire engine) by Jamie Lawrence.

View QBook

Watch the QBook demonstration video on YouTube <http://tinyurl.com/sebstail>

Features and functions of the QBook

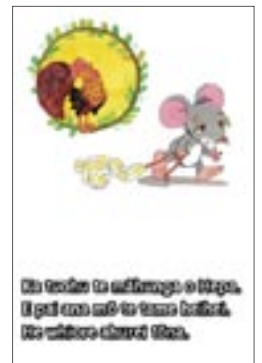
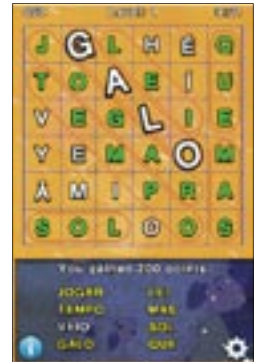
- Multiple languages – US English, Maori, Spanish, Portuguese
- My Narration – record yourself reading and playback
- Swipe-to-Read – touch the word to read along
- Touch-to-Hear – to hear individual words
- Touch-to-Spell – to hear the letters that spell each word
- Color the Page – save your new color picture
- Wordfind Puzzle – search words from the story
- Memory Pairs – match the pictures and complete the puzzle.

About Penguin

Penguin Group (NZ) is one of the world's largest and most successful book and content publishers. From 1935 when Allen Lane published the first ten Penguin paperback books in London, the Penguin brand has risen to become the most significant and recognised brand in global publishing. This gives it a unique competitive advantage. Penguin's authors include many of the leading authors across all genres in fiction, non-fiction and children's book publishing. www.penguin.co.nz

About Kiwa Media

Kiwa Media is a New Zealand company that produces digital content, creates and develops ICT solutions, distributes and supports products and services for the digital entertainment industry. Visit www.kiwamedia.com/qbook



Sebastian's Tail QBook is available for download on the Apple itunes Store for \$6.49

To book an interview with Roger Shakes, Vice President, Business Development for Kiwa Media or for further information please contact Raewyn Davies at Penguin Group (NZ)



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