

## PRESS RELEASE

November 16, 2010

### Piccolo Picture Books releases two new picture books: Liesl learns to swim & I really have to go!



PICCOLO PICTURE BOOKS

Piccolo Picture Books added two brand new picture books to her app collection. These are now available at the [iTunes App Store](#). *Liesl learns to swim* by Marianne Busser, Ron Schröder and Dagmar Stam and *I really have to go!* by Fiona Rempt and Noëlle Smit are interactive children's books for iPad, iPhone en iPod Touch. All three Piccolo Picture book apps have a steady position in the Dutch iPad book top 10.

Digital editions bring picture books to life and form a new generation of children's books. With touch screen, interactive content and intuitive interface, tablets such as the iPad are particularly suitable for children. Inspired by the launch of the iPad, Piccolo Picture Books turns successful storybooks into interactive mobile applications. The first title, *The Competition*, is available in the [iTunes App Store](#). Two other titles will be launched this fall.

#### Features:

- Beautifully illustrated pages that can be turned at will
- Interactive kid-lit with educational read-aloud functions: read by yourself, be read to, or read along using the special 'learn-to-read' function
- Extremely easy to use
- Available in five languages (English, German, French, Spanish and Dutch)
- High-quality audio, professional narration and background sounds
- With interactive-audio effects and animations
- Starting at \$ 3.99
- Available for iPad, iPod Touch and iPhone



PICCOLO PICTURE BOOKS

Piccolo Picture Books can be used in a variety of ways. Adults can read to children in the traditional manner. Toddlers and preschoolers can read by themselves, for instance in the car, using the read-aloud function. This app is very simple and user-friendly and suited for children ages 2 and older. When using the 'learn-to-read' function the highlighted text helps beginning readers make associations between the words they hear and see.

These books are an entertaining, responsible alternative to computer games and videos, to be read at home and on the road - you will always have a picture book at hand. The stories are told by means of illustrations and text, enhanced by sounds and interactive elements.

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Also available in the [iTunes App Store](#):

*The Competition - De wedstrijd - La concours - Der Wettkampf - El torneo*

by Sanne de Bakker and Noëlle Smit

Stay up-to-date about our latest titles and watch our demo video in five languages:

[piccolopicturebooks.com](http://piccolopicturebooks.com) (English)

[piccolopicturebooks.com/fr](http://piccolopicturebooks.com/fr) (Français)

[piccolopicturebooks.com/de](http://piccolopicturebooks.com/de) (Deutsch)

[piccolopicturebooks.com/es](http://piccolopicturebooks.com/es) (Español)

[piccolopicturebooks.nl](http://piccolopicturebooks.nl) (Dutch)

Or follow Piccolo Picture Books on Twitter @PiccoloApps.

## About Piccolo Picture Books



PICCOLO PICTURE BOOKS

[Piccolo Picture Books](#), brought to you by the publishing house [Unieboek | Het Spectrum](#) and online & mobile marketing agency [Mobile Generation](#), is specifically interested in turning successful picture books into digital and interactive content for the iPad, iPhone and iPod Touch. Piccolo Picture Books aims to bring children's books come to life using audio and interactivity.

Unieboek | Het Spectrum is one of the largest general book publishers in the Netherlands: market leader in travel guides and children's books, and strongly expanding into web-based publishing and multimedia releases.

Mobile Generation is a full service online & mobile marketing agency with offices in Amsterdam, Toronto and São Paulo, offering an integrated approach to mobile marketing and mobile advertising.

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Promo codes are available for review purposes, please mail us at MobGen PR, Jill Roozen, [jill.roozen@mobgen.com](mailto:jill.roozen@mobgen.com). At this point, the promo codes work only in the US store.

For more information about our picture book apps, please contact

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