

PRESS RELEASE

Mobile Generation and Dutch publishing house Unieboek | Het Spectrum present: **Piccolo Picture Books**

Five brand-new picture book apps

Inspired by the launch of the iPad, [Mobile Generation](#) and Unieboek | Het Spectrum introduces five picture book apps, launching the new label '[Piccolo Picture Books](#)'. The first title, *The Competition*, is now available in the [iTunes App Store](#). Four other titles will soon be launched in September. All apps are available in five languages: English, German, French, Spanish and Dutch.



PICCOLO PICTURE BOOKS



PICCOLO PICTURE BOOKS

The 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
- Starting at \$ 3.99
- Available for iPad, iPod Touch and iPhone`

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 story is told with illustrations and text, enhanced by sound and interactive elements.

The first Piccolo Picture Book is now available in the [iTunes App Store](#):

[The Competition](#)

[La concours](#)

[Der Wettkampf](#)

[El torneo](#)



[De wedstrijd](#)

By Sanne de Bakker and Noëlle Smit

For Oktober 2010 also available:

I really have to go.

Liesl learns to swim

Going to the construction site with daddy

It is great to be friends with you

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

www.piccolopicturebooks.com or follow Piccolo Picture Books on Twitter [@PiccoloApps](https://twitter.com/PiccoloApps).

About [Piccolo Picture Books](#)

Piccolo Picture Books, an imprint of Unieboek | Het Spectrum, 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 have children's books come to life using audio and interactivity.

About [Mobile Generation](#) (www.mobgen.com)

Mobile Generation (MobGen) is a full service online & mobile marketing agency offering an integrated approach to mobile marketing and mobile advertising. MobGen is a joint venture between Triscreen media group (a top 5 global mobile player) and an experienced team from the marketing services industry. This results in a unique combination of 12 years of experience in mobile technology and 18 years of experience in marketing, creativity and communication.

With offices in Amsterdam, Toronto and São Paulo, Mobile Generation can implement mobile marketing solutions across the globe quickly and efficiently. Services offered by MobGen include: strategic consultancy, concept development & production of online-websites, mobile-websites, mobile applications, building 'mobile communities', SMS interaction programs & promotions, mobile media planning, buying, serving & reporting, (mobile) social network campaigns and (mobile) search engine optimization.

Promo codes are available for review purpose; please contact MobGen PR at [Jill Roozen](mailto:jill.roozen@mobgen.com) (jill.roozen@mobgen.com). At this time the promo codes only work in the US store.

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