

Ideal Binary Releases 3D Bookshelf - The World's First Fully 3D eReader

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Ideal Binary Ltd. today announces 3D Bookshelf 1.0, the world's first fully 3D eBook reader application for iPhone and iPod touch. Unlike most other eBook reader applications, 3D Bookshelf is focused on simulating a fully 3D vintage reading experience. Using a highly specialized rendering engine, 3D Bookshelf recreates an ultra realistic three dimensional book and allows the user to open it to any page in full 3D. The application features fifteen time-honored eBooks.

Dublin, Ireland - Ideal Binary Limited, a privately held iPhone(R) software development company, today is pleased to announce the launch of 3D Bookshelf, the world's first fully 3D eBook reader application for iPhone and iPod touch(R). Unlike most other eBook reader applications, 3D Bookshelf is focused on simulating a fully 3D vintage reading experience.

"Using a highly specialized 3D engine, we can recreate an ultra realistic three dimensional book and allow the user to open it to any page in full 3D. The user can also manipulate the book in a special viewing mode, as you would with a real book," according to Kevin Doolan, co-owner of Ideal Binary.

The high performance 3D engine is designed to use as little energy as possible and shuts down almost completely when there is no movement on screen. This ensures efficient battery power usage. The application features fifteen time-honored eBooks, such as The Adventures of Sherlock Holmes by Sir Arthur Conan Doyle and The Picture of Dorian Gray by Oscar Wilde. Many significant updates to the application are planned, including the addition of many more books.

To celebrate the launch of 3D Bookshelf for iPhone and iPod touch, Ideal Binary is giving away an Apple(R) iPad. Visit the 3D Bookshelf website for more information.

Device Requirements:
iPhone and iPod touch 2.2.1 or later

Pricing and Availability:
3D Bookshelf 1.0 is only \$0.99 (USD) and available worldwide exclusively through the App Store in the Books category.

Ideal Binary:
<http://www.idealbinary.com>

3D Bookshelf 1.0:
<http://www.3dbookshelf.com>

Purchase and Download:
<http://itunes.apple.com/us/app/3d-bookshelf-classic-literature/id352342690?mt=8>

Screencast:
<http://www.screencast.com/t/NGI5NWVmZTQ>

Screenshot:
http://content.screencast.com/users/Ideal_Binary/folders/Default/media/ae01a878-28a5-495f-9802-6a69b17df365/3d_view_page_turn.jpg

Founded in 2008, Ideal Binary Limited is a privately held iPhone software development

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company specializing in the production of sophisticated high-performance applications. Its development team has a long history in both desktop and mobile application development and porting, having worked with major brands from companies like Konami, Capcom and From Software among many others. Copyright (C) 2008-2010 Ideal Binary, Ltd., All Rights Reserved. Apple, the Apple logo, iPhone and iPod are registered trademarks of Apple Inc. in the U.S. and/or other countries.

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