

## **TOON Books Launches Revolutionary iPhone Application**

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TOON Books is pleased to announce the release of its comics for beginning readers iPhone application. Parents and children can enjoy award-winning books anywhere with the convenience of an iPhone or iPod touch. Available now on the iPhone App Store, parents can entertain and educate children with easy-to-read comics. Kids can immerse themselves with words and images while waiting at the grocery store, restaurant or airport.

New York - TOON Books is pleased to announce the release of its comics for beginning readers iPhone application. Parents and children can enjoy award-winning books anywhere with the convenience of an iPhone or iPod touch. Available for \$2.99 at the iPhone App Store, parents can entertain and educate children with easy-to-read comics. Kids can immerse themselves with words and images while waiting at the grocery store, restaurant or airport.

Titles currently available are Jack and the Box by Pulitzer Prize-winning cartoonist Art Spiegelman and Little Mouse Gets Ready, a Theodor Seuss Geisel Award Honor book, by Jeff Smith, author of Bone. "Comics for the Jet Age! It's exciting to see little mouse available on a new digital platform," said Smith. Other TOON books will be offered soon. Unique features of the TOON Books iPhone app include:

- \* Authors read their work. Children can hear the authors' voices and see their drawings.
- \* Designed specifically for young readers to easily use, the pages can be turned automatically or manually.
- \* Onscreen text and highlighted speech balloons help readers make associations between the words they hear and see. It is the closest experience to being read a book that any app can deliver. As with all TOON Books, repeated use builds reading fluency.
- \* Narration is available in five languages - English, Spanish, French, Russian and Mandarin Chinese.

"The app takes full advantage of its electronic medium by introducing young readers to other languages," says Art Spiegelman.

This is a collaboration between TOON Books and iStoryTime, a publisher of children's storybooks for the iPhone. iStoryTime has the largest library of illustrated and narrated children's books for the phone. iStoryTime books are available in the iPhone App Store in 80 countries.

### About Toon Books

Launched in Spring 2008, Editorial Director Françoise Mouly (also Art Editor of The New Yorker) received overwhelming praise for The TOON Books collection. Vetted by educators and librarians, the books are now used in many K-4 classrooms and are the cornerstone of TOON in... A Comics in the Schools Initiative presented in partnership with the NYC School Library System.

iStoryTime:

<http://www.istorytimeapp.com/>

TOON Books:

<http://www.toon-books.com/special.php>

JACK AND THE BOX- Kids Book:

<http://itunes.apple.com/us/app/jack-and-the-box-kids-book/id361738578?mt=8>

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

Little Mouse Gets Ready- Kids Book:

<http://itunes.apple.com/us/app/little-mouse-gets-ready-kids/id364080905?mt=8>

Screenshot:

<http://www.istorytimeapp.com/jack.html>

iStoryTime is part of FrogDogMedia, LLC. The company was founded in 2009 by two fathers and an uncle who love to have fun with their families. Driven by a passion to make children's books more accessible and entertaining, iStoryTime is the pioneer of children's book apps for the iPhone. The organization has created a new medium for established and first time authors to showcase their work at no expense. The new publishing platform provides parents with a library of compelling children's books available anytime, anywhere. Copyright (C) 2009-2010 FrogDogMedia, LLC. 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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