

## **A Word's A Bird, Bilingual Poetry App Launches for iPad**

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A Word's a Bird is an animated poetry app for both children and adults, which combines poetry and hundreds of hand-painted watercolors with digital technology. Enriched by sounds and scenes of the natural world, the app includes four simple, yet sophisticated, poems based on playful, rhymed metaphors. Words are highlighted as the poems are narrated in English by Kenny Mann, and in French by Elodie Fondacci of Radio Classique.

Paris, France - Released by Syntonie and Actialuna, A Word's a Bird, Spring Flies By in Rhymes, is a new animated, interactive bilingual poetry app that appeals to children of all ages, as well as adults. It has hand-painted watercolors by Jeanne B. de Sainte Marie, which are as poetic as the text. The app includes a title poem and three spring-themed poems: "April", "May" and "June" - written in both English and French by award-winning children's author and poet, Orel Protopopescu. The poems and animated paintings are accompanied by sounds of insects, birds, frogs, water and more, creating an inspired atmosphere of calmness and beauty.

Poet Laureate of the United States from 2001-2003, Billy Collins, notes, "A Word's a Bird slows down the frantic speed of most apps for children to fit the slower pace of Nature. The beauty of the illustrations, the meticulous work of the artists, and the interactive play combine to make a wondrous learning experience, a terrific way to expose children to poetry, art and Nature itself."

NSK Neustadt Prize for Children's Literature winner, poet Naomi Shihab Nye, says, "A Word's a Bird is absolutely splendid!" and "Children need poetry more than ever."

A Word's a Bird makes metaphor, the heart and soul of poetry, accessible to the youngest children. Users can explore, by playing with the animated watercolors, how a flowering shoot becomes a flute when touched, and how a bloom makes a cozy room for a bee. This is hands-on learning.

Technology is seamlessly interwoven with content, creating a rich auditory and tactile experience. The interactive glossaries have touch-activated sounds, making them accessible to very young children. A no-button interface keeps interactivity natural. This unique app will appeal to students of French and English, as well as to those who love art and poetry.

### Press/Reviews:

"Fresh as a spring breeze..." and "superbly illustrated..." - VIPad

"Poetry for the iPad is rare enough to claim attention and this app is remarkable! And what work in watercolor!" - DeclicKids

"A truly enchanting and poetic journey, this application is a treat for the eyes and ears..." - iPadou

"...thoughtful, poetic and superbly illustrated..." speaks to children from 7 to 97."  
"...a veritable haven of peace to daydream and meditate, whether one is a small child or adult of any age." - iDBOOK

### About the Author:

Orel Protopopescu is a children's author and poet published by major houses (Simon & Schuster, Scholastic, Farrar Straus Giroux). Her books have been honored by the New York

Times, the New York Public Library, Bank St. College and the Society of Children's Book Writers and Illustrators. A recent picture book, *Thelonious Mouse* (FSG) was the Metro New York region's SCBWI Crystal Kite winner, 2012.

#### About the Illustrator:

Jeanne B. de Sainte Marie is an author and illustrator. She hails from Michigan where she studied art and textile design. For years she created color and materials for the automotive industry in Detroit and, later, in Paris, where she settled. Her watercolors are regularly exhibited internationally, and published in picture books, travel notebooks, children's calendars and magazines.

#### Feature Highlights:

- \* Four interactive poems written by SCBWI Crystal Kite winner, 2012, Orel Protopopescu
- \* Bilingual app - switch between English and French
- \* Beautiful hand-painted watercolor animation
- \* Appealing to all ages, from the youngest children to adults
- \* Interaction includes a singing cardinal, musical flowers and ducklings, hidden bees, a caterpillar, croaking frogs, and windblown dogs in a sailboat
- \* Touch-activated glossaries define words, explain metaphors, and impart knowledge
- \* Optional sound for glossary terms, activated by touch
- \* Video on the making of the app included
- \* New features to come in updates

#### Device Requirements:

- \* Compatible with iPad
- \* Requires iOS 5.0 or later
- \* 417 MB

#### Pricing and Availability:

A Word's A Bird 1.0 is \$2.99 USD (or equivalent amount in other currencies) and available worldwide exclusively through the App Store in the Books category.

#### A Word's A Bird 1.0:

<http://www.actialuna.com/en/products/awordsabird>

#### Purchase and Download:

<https://itunes.apple.com/app/a-words-a-bird/id645849196>

#### YouTube Video:

<https://www.youtube.com/watch?v=yv1traMhNjk>

#### Media Assets:

<https://www.dropbox.com/sh/hrudgvkp84jhr1/-Xh4Qnomqw>

Based in Paris, Syntonie is the publishing imprint of Actialuna, SAS, winner of France's prestigious Digital Book Award (La Nuit du Livre, 2012) for "Volcano Boy", coedited with Flammarion. Syntonie also won Japan's E-book Award, 2013, for the same book, which has more than 120,000 readers around the world. In addition to the artists, a complete team of animators, developers, graphic designers, FX and sound engineers has worked together to enhance A Word's a Bird with their expertise. All Material and Software (C) Copyright 2013 Syntonie. All Rights Reserved. Apple, the Apple logo, iPhone, iPod and iPad are registered trademarks of Apple Inc. in the U.S. and/or other countries. Other trademarks and

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