

Sudden success for the Swedish Indie Studio Tales & Dice

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The new kids categories in iOS 7 proved to be a jackpot for Tales & Dice. Only a week after the release of the new App Store categories, their very first app, Hanna & Henri, is now spotted on the premium place in Apple's Featured Apps for ages 5 & under. This interactive children's book app your child gets to meet best friends Henri and Hanna. Your child will get to enjoy playful learning exercises such as sorting and counting, and other fun parts of the tale.

Malmo, Sweden - The new kids categories in iOS 7 proved to be a jackpot for Tales & Dice. Only a week after the release of the new App Store categories, their very first app, Hanna & Henri, is now spotted on the premium place in Apple's Featured Apps for ages 5 & under. Now sharing the spotlight with their Swedish colleagues Toca Boca and other great and successful companies.

The founder Fredrik Sjolín is delighted. "We were utterly surprised. To be selected in the 'Featured Apps' is a dream come true for any app developer. We are humbled and proud to have our first app selected as being best for kids."

David Norrman, the company's marketing manager points out his view. "I think our main strength is our unique graphical approach. Our illustrator Christer Degerman is a really talented guy! Many apps look alike but our stands out in the crowd."

Apart from the upcoming sequel of Hanna & Henri the next step for Tales & Dice is to release the app on other platforms such as Android and Windows Mobile. Fredrik Sjolín is looking forward to the expansion. "It has been said that less people are willing to pay for apps on Android devices, but we firmly believe we got what it takes to be successful outside iOS as well."

Time will tell if they will succeed. Those into apps for kids or just curious can find the interactive storybook Hanna & Henri on the App Store, or in a near future on Google Play.

Device Requirements:

- * iPhone, iPad, and iPod touch
- * Requires iOS 4.3 or later
- * 84.6 MB

Pricing and Availability:

Hanna & Henri 2.1 is \$3.99 USD (or equivalent amount in other currencies) and available worldwide exclusively through the App Store in the Education category.

Tales & Dice:

<http://www.talesanddice.com>

Hanna & Henri 2.1:

<http://www.hannahenri.com>

Purchase and Download:

<https://itunes.apple.com/app/hanna-henri/id638005836>

YouTube Video:

<http://www.youtube.com/user/HannaHenri>

Company Logo:

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

<http://www.hannahenri.com/press/img/image-en-10.png>

App Icon:

<http://www.hannahenri.com/press/img/image-en-9.png>

Tales & Dice AB was founded in 2012 and consist of Fredrik Sjolin (CEO, programmer, author, marketing), Christer Degerman (illustrator, concept artist) and Magnus Lorentzon (programmer, UI-designer). The company's focus is to create multi-platform apps and games and other projects close-at-heart. Tales & Dice believes in creating high quality products for kids as well as adults. We are influenced by great authors and illustrators from our own childhood and create our own unique visual style and interactive entertainment for kids to enjoy. We promise you that all our kids apps are tested on children! All Material and Software (C) Copyright 2015 Tales & Dice. 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 registered trademarks may be the property of their respective owners.

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David Norrman
Marketing Manager
+46733992827

david.norrman@talesanddice.com

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