

No.1 in 17 countries - Dinosaur App Roars into Charts

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M5859 Studios announced that their "Walking with Dinosaurs - Inside Their World" dinosaur app finally tops the Education charts in over 17 countries going No.1, as the app explodes virally. The creation of the Walking with Dinosaurs - Inside their World app has been a collaboration of some of the best minds in science, literature and digital art. This app contains more than 60 fully animated, interactive and photorealistic dinosaurs to engage and delight dinosaur fans of all ages.

Melbourne, Australia - "Walking with Dinosaurs - Inside Their World" won the "Best Education App of 2012" at the prestigious Appy Awards in San Francisco, but chart success eluded M5859 Studios, despite marketing efforts and the tie-in of a \$80 million Walking with Dinosaur movie.

Now overnight the app has suddenly gone from obscurity to topping the charts in 17 countries in the Education category including No.1 in United States, Australia, Canada, Singapore, Hong Kong, Finland and many other countries. Surprisingly in Japan it has gone No.2 in the Education charts, this despite being in English.

The sudden attention is bringing the Australian studio into the world spotlight, which the founder Matthew Snowden is baffled by after spending three years trying to make it into a success. Originally the app was priced at \$14.99 when first launched in 2011 and it was doing respectable business, "but nothing out of the ordinary", Matthew says. But ever since last weekend when M5859 Studios small development team released the long awaited iPhone and iPad universal version and made the app "for free," the app has virally exploded across the charts. Continuing its rise in popularity as more and more fans download the app and word of mouth continues the viral expansion.

The creation of the Walking with Dinosaurs - Inside their World app has been a collaboration of some of the best minds in science, literature and digital art. Over 30 specialists in their respective fields spent 12 months of intense collaboration which has yielded an app that has defined the future of dinosaur reference guides. An original app, hand-made from concept to completion, with no expense spared in the detailed research and craftsmanship of every digital asset. The app includes many never before seen recreations of dinosaurs suspended in mid-flight, complex animated sequences and original sound recordings. With Stephen Fry's magical narration, it has now become the most beloved dinosaur app on the Appstore.

Good timing because M5859 Studios other app "Walking with Dinosaurs - Dino Run" an infinite running game based around the animated family movie "Walking with Dinosaurs 3D" has also gone well, topping the charts in Germany and other European countries. Looks like dinosaurs rule the Earth once again.

Device Requirements:

- * iPhone, iPad, and iPod touch
- * Requires iOS 5.0 or later
- * Universal Application
- * 1.13 GB

Pricing and Availability:

Walking with Dinosaurs - Inside Their World 3.0.0 is Free and available worldwide exclusively through the App Store in the Education category.

m5859 Studios:

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

<http://m5859studios.com/>

Walking with Dinosaurs - Inside Their World 3.0.0:

<http://m5859studios.com/portfolio/walking-with-dinosaurs-inside-their-world/>

Purchase and Download:

<https://itunes.apple.com/app/walking-dinosaurs-inside-their/id486776260>

Screenshot:

<http://a1.mzstatic.com/us/r30/Purple6/v4/57/32/cb/5732cb67-cc31-4311-7353-3751b1883d33/scren480x480.jpeg>

App Icon:

<http://a5.mzstatic.com/us/r30/Purple2/v4/50/98/55/509855a8-88d8-8f85-157e-48841984e306/mzl.cnippkqt.175x175-75.jpg>

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