

## **Free Kids App: MOVING BOOKS! Jajajajan Surpasses 500,000 Downloads**

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Tokyo based FORii, Inc. today announced that its free app MOVING BOOKS! Jajajajan for iPhone, iPad, iPod touch and Android devices has reached over 500,000 downloads as of July 2014. MOVING BOOKS! Jajajajan features delightful animated children's stories based on classic fairy tales and folklore, as well as modern arrangements of popular children's songs from around the world. Every book and song features original animation and unique musical arrangements.

Tokyo, Japan - FORii, Inc. (Twitter: @FORiiKids), a developer of kids educational apps for smartphones and tablets, today announced that its free kids app MOVING BOOKS! Jajajajan(R)

for iPhone, iPad, iPod touch and Android devices has reached over 500,000 downloads (as of July 2014, on iOS and Android platforms combined.)

MOVING BOOKS! Jajajajan features a growing collection of delightfully animated bedtime stories and folktales such as the recently released "The Town Musicians of Bremen" and Hans Christian Andersen's "The Little Mermaid". The app also features original arrangements of popular children's songs from around the world.

The app was originally released in Japan in August 2013. On January 20, 2014, MOVING BOOKS! Jajajajan became the No. 1 Free iPhone App, and the No. 3 Top Grossing iPhone App in the Education category of the Japan App Store. In March 2014, FORii released an English language version which includes seven free animated books and songs. The app recently achieved over 30 million books and songs viewed in early June 2014.

About MOVING BOOKS! Jajajajan:

MOVING BOOKS! Jajajajan is an educational app that provides enriching moments for children and parents through delightfully animated books and songs based on classic fairy tales, folklore and children's music from around the world. Every book and song features original animation and unique musical arrangements created exclusively for MOVING BOOKS! Jajajajan.

Device Requirements:

- \* iPhone, iPad, and iPod touch
- \* Requires iOS 6.0 or later
- \* 26.6 MB

Pricing and Availability:

MOVING BOOKS! Jajajajan 1.0.2 is Free and available worldwide through the App Store in the Education category. There is also an Android version available on Google Play. MOVING BOOKS! Jajajajan includes seven animated books and songs such as "Three Little Pigs", "Jack and The Beanstalk" and "Let's Clap Our Hands", with additional content available through in-app purchases. In-app purchases can be synced across all devices with the same operating system. No internet connection required to play downloaded content. MOVING BOOKS! Jajajajan works with AirPlay. No subscription required.

FORii:

<http://www.forii.co.jp/en/>

MOVING BOOKS! Jajajajan 1.0.2:

<https://itunes.apple.com/app/jajajajan/id792645019>

Download from Google Play:

<https://play.google.com/store/apps/details?id=jp.co.forii.jajajajanen>

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

Pinterest Gallery:

<http://www.pinterest.com/FORiiKids/>

Media Assets:

<http://bit.ly/FORiiMediaKit20140619>

FORii, Inc. develops early childhood education apps for smartphones and tablets, and is focused on children's learning through play. Based in Tokyo, Japan, FORii was founded in 2012 by President and CEO Kazutoshi Shirata with the belief that every moment is a chance to discover. For children, each new word, story and song is a new step into the amazing world around them. As parents it's an opportunity to uncover the limitless potential of every child, and the unlimited possibilities of a growing family learning and playing together. FORii created its first app, MOVING BOOKS! Jajajajan to be the key that unlocks those shared moments and opens a path to a brighter future for every child. TM & (C) 2014 FORii, Inc. All rights reserved. iPhone, iPad, and iPod touch are trademarks of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc. Google Play is a trademark of Google Inc.

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