

De Agostini Editore Audiofiabe App now available from App Store

Milan, November 23, 2009 - De Agostini Editore today announced their Audiofiabe App is available on the App Store. The app allows users to listen to fairy-tales directly on their iPhone or iPod touch. It is the first time publishing content by De Agostini has been made available on a mobile platform.

The Audiofiabe App includes four fairy-tales and allows users to listen to, watch and play games. Each tale is read by several voices and accompanied by music, sounds, illustrations and animation effects. The app is designed to stimulate a child's imagination as well as entertain and educate them.

Users can also play games with the app. By shaking the device, the words of the story randomly break up, and, following a second shake, re-arrange themselves. As the story is being told, several animations are also displayed.

The four stories included in the app are:

- La principessa con l'ombrello (The Princess and the Umbrella).
- Il re crudele (The Cruel King).
- Il principe bello (The Handsome Prince).
- Una cura miracolosa (A Miraculous Cure).

Each tale is aimed at children aged three years and over.

The Audiofiabe App is available for €2,39 from the App Store on iPhone and iPod touch or at <http://www.itunes.com/appstore/>.

The app has been developed by TXT Polymedia, together with the Digital Division of De Agostini Editore and Istituto Geografico De Agostini. De Agostini Editore and TXT Polymedia signed a partnership agreement to jointly produce the app with De Agostini content. For further information please visit <http://deagostini.txt.it> <<http://deagostini.txt.it/>> or watch the video on <http://www.deabyday.tv> <<http://www.deabyday.tv/>>

De Agostini Editore, a wholly owned subsidiary of De Agostini SpA, is an Italian multinational and leading company in the creation of content, products and services. It operates in 30 countries and publishes in 13 languages. De Agostini Editore is responsible for the co-ordination and strategic management of all the De Agostini Group's operating companies in the publishing sector in Italy and throughout the world. Its activities are organised by business: Partworks, Mail Order, General Reference, Books and Cartography, School Texts, and Digital De Agostini (Internet, digital TV and mobile telephony).

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TXT Polymedia is a leading company specialising in Media & Channel Integration. Its offering includes software products and services for broadcasters, media, telecommunications and industries in the field of Multichannel Content and Media Asset Management, and software solutions that implement innovative business models in order to achieve a profitable presence in new media. TXT Polymedia boasts 10 years of success borne from its long-term relationships with clients and a proactive approach aimed at continuous innovation. TXT Polymedia is wholly-owned by TXT e-solutions.

Screenshots:



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