



Pinocchio for iPad: new books for the new generation have finally arrived!

Each page of this story, adapted directly from Collodi's classic children's novel, is jam-packed with interactive elements, original artist's illustrations, animation, sound effects and original music. And we're not telling lies that make our nose grow: *Pinocchio for iPad* (available on the App store) is a "native digital" book that takes advantage of all the possibilities afforded by iPad tablet.

Interactive children's book - Languages: Italian and English

Available on App Store

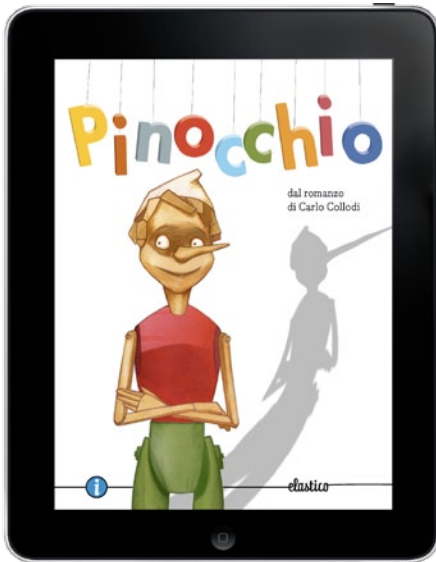
Category: Books - Compatible with iPad, iPhone, iPod Touch

With Pinocchio for iPad, an interactive book for children (and adults!) in both English and Italian, the most famous puppet of all time comes to life. Specially planned and devised for the new magical setting of the iPad, Collodi's classic tale now allows "readers" to explore, play with and in, and discover the wonderful world of Pinocchio, "made to measure" for today's little readers. **Pinocchio for iPad is not just an e-book but an exciting app, an incredible, interactive adventure.**

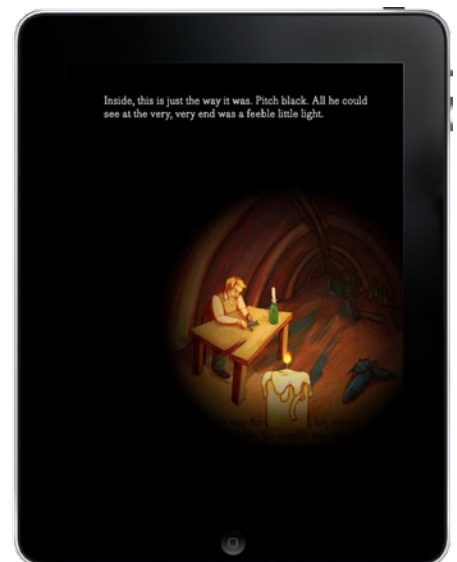
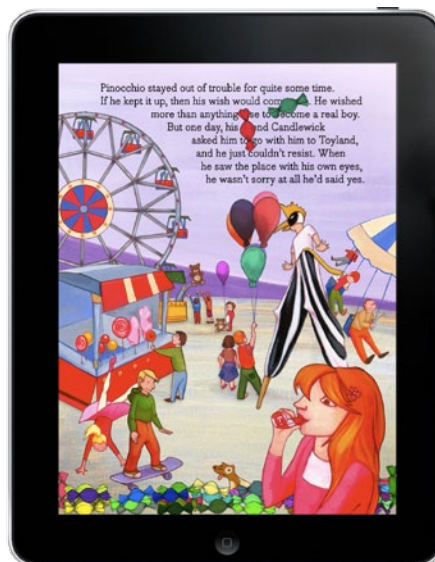


Everyone is familiar with the story of Pinocchio, but it is one thing to simply read the story, and another to enter the story itself, to become one of the story's characters, and to actively make things happen in this story. You can help Geppetto build his puppet, piece by piece, you can use your fingers to move the Fire-eater's puppets, you can throw yourself into Toyland, you can turn the lights on in the belly of the terrifying fish that swallows Pinocchio, you can save Pinocchio from fire, and you can figure out how to transform him into a real live little boy...

But how? **You won't need any instructions—you can work it all out by touching, reading, inclining, shaking, listening to and playing with your iPad.** In a word, you will be using all of the iPad's functions and facets.



Born for iPad. The **illustrations** for Pinocchio for iPad have been realized especially for the app by the artist Lucia Conversi, who worked closely with the technical staff responsible for the app's animation and special effects. Each scene has been developed bearing in mind all the potentials of the device: we've made great use of the accelerometer and interactive animation, and done our best to **encourage you to use the tablet to its full potential**. Even the **soundtrack** is original and designed to integrate seamlessly with the interactive events, underlining the features and giving the story its own unforgettable atmosphere.



books to play

Pinocchio is the first in a series of classic books that **Elastico**, an editorial agency based in Milan, Italy, is producing for the iPad. The *Books to play* series wants to **encourage new ways of reading**, and we are proud to be providing great works of literature for new generations by bringing together "old" stories and the latest technologies.



elastico

About us or, rather, Elastico.

We've been producing books since the year dot... that is, from the moment Elastico was founded ten years ago. Many of us are parents ourselves of young "digital natives" who have been clamoring for something new. With the arrival of the tablet we saw new horizons appear, and we wanted to explore these horizons. With our app, we've done just that.

We've loved working on this project. And we know our readers will love it too.

For more information please contact:

info@elasticoapp.com

giacomo.ambrosi@elasticoapp.com