

VivaBook™

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Press Release

Schoolteacher and his Dog Take Reading on iPad to New Heights

Former schoolteacher announces the launch of VivaBook™ interactive children's books for iPad, iPhone, and iPod Touch.

San Diego, CA - March 30 2011: Taking from his experience as both an elementary schoolteacher and visual artist, native San Diegan Ben Hecht has created VivaBook™, stories brought to life in new and exciting ways. VivaBook™ pushes the genre beyond mere tilt and multi-touch by including new features such as *My Library*, which enables users to record their own voice narrative with simultaneous pop-up annotation. Or you can record the voice of a friend or loved one - imagine hearing grandma's voice reading the story to your child each night. **VivaBook Apps are currently featured by Apple in the App Store and rank in the top 30 Books for both iPad and iPhone.**

VivaBook™ apps draw young readers into the experience and allow them to develop literacy skills while enjoying great storytelling. After a year of development, the first two apps became available this week on Apple's App Store and include

[*Nickelby Swift, Kitten Catastrophe*](#) and [*Around the World With Lilup*](#).

"An important goal when creating these books, was to ensure that the applications' interactive features were carefully designed to help children connect with a story and further its plot progression, rather than act as a distraction to the narrative."

Ben Hecht said when describing how the books add to the crowded field.

The quality of the books is immediately evident. They include original stories, beautiful artwork, and the compelling voice talent of British actress Ruth Copland. The two VivaBook™ apps are quite different from each other. *Around the World with Lilup* is an ideal bedtime story. Lilup, a big, fluffy white dog (identical to the author's Great Pyrenees dog) floats dreamily around the world meeting a motley crew of creatures on each continent. The movements in the story (partly controlled by the reader) are slow and the music is calming. *Nickelby Swift, Kitten Catastrophe*, on the other hand, is the zany tale of a cat with a flair for mischief. It is vibrant, engaging, and filled with silly sound effects. VivaBook™ has many more books planned for release in 2011, including more original stories and new interpretations of classics such as Robin Hood, Jabberwocky, and The Velveteen Rabbit.

Around the World with Lilup and *Nickelby Swift, Kitten Catastrophe* usually each sell for \$4.99 but are on sale for an introductory price of \$2.99. The apps are "universal", working concurrently on iPad 1 and 2, iPhone 3Gs and 4, and iPod Touch.

They are available now on the Apple App Store.

iTunes VivaBook Link: <http://itunes.apple.com/us/artist/vivabook/id419068370?uo=4>

Check out the VivaBook™ YouTube video: http://www.youtube.com/watch?v=OPrDnFz_Ido

Huffington Post Article On VivaBook:

http://www.huffingtonpost.com/greg-archer/new-interactive-childrens_b_833201.html#s251115&title=Lilup1