



## BEYOND THE STORY

### AFTER EARTH App Takes Moviegoers Beyond the Story

In anticipation of the worldwide release of After Earth, in theaters May 31, Beyond The Story will release After Earth: Kitai's Journal on May 23, 2013. A trailer for the app is available at <http://player.vimeo.com/video/65745896>.

In the motion picture After Earth, a crash landing leaves teenager Kitai Raige (Jaden Smith) and his legendary father Cypher (Will Smith) stranded on Earth 1,000 years after cataclysmic events forced humanity's escape. Columbia Pictures presents an Overbrook Entertainment/Blinding Edge Pictures production directed by M. Night Shyamalan from a screenplay by Gary Whitta and M. Night Shyamalan and a story by Will Smith, and produced by Caleeb Pinkett, Jada Pinkett Smith & Will Smith, James Lassiter, and M. Night Shyamalan.

Kitai's experiences as he attempts to find his ship's beacon that will enable him and his father to be rescued are chronicled in the tie-in book Kitai's Journal, published by HarperCollins.

In the official BeyondTheStory app, Kitai's Journal is brought to life in an immersive digital experience. Users can click on individual words to find out about why humans left Earth to start a new life on the planet of Nova Prime, get 3D revolving images of the threats to humans on their new home, and see Earth through Kitai's eyes.

Gaetano Mastropasqua, Head of Franchise Development, Overbrook Entertainment, said, "We believe Beyond the Story has created a fantastic interactive app that elevates the storytelling experience. To see the characters, creatures and landscapes of the After Earth universe come alive before you is truly an exciting innovation and an impressive endeavor."

Gregory Economos, Senior VP of Global Consumer Products at Sony Pictures Entertainment, added, "The After Earth universe is so richly thought out and detailed. We're thrilled that we can give moviegoers the opportunity to dive deep into that world, to see the characters and creatures come to life on their iPads and to explore the story in a way that was not possible until now."

Jen Porter, CEO Beyond the Story, says: "After Earth is a father and son adventure. We jumped at the chance to translate Kitai's Journal using our interactive digital platform and taking the printed word to new levels never experienced by readers before. With the touch of a finger or a swoop of an iPad, fans will be able to go beyond the words of the Journal and choose how they immerse themselves in Kitai's adventures."

#### THE BREAKTHROUGHS:

- full text of Kitai's Journal (13 chapters)

- tap keywords to learn more about people, places, and events
- production photographs and illustrations from the movie
- interactive spacecraft and creatures from the movie
- exclusive 360-degree panoramas
- exclusive audio segments featuring Jaden Smith

Visit [www.afterearth.com](http://www.afterearth.com) for more details about the movie. Follow via Facebook ([www.facebook.com/AfterEarth](http://www.facebook.com/AfterEarth)) and Twitter (#AfterEarth).

Broadcast download trailer:

<http://video.beyondthestory.com/BeyondTheStoryAfterEarthReel.mp4>

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#### Notes to Editors

About BeyondTheStory is a developer of innovative, multi-media publishing solutions. The Company's lead product 'Beyond the Story' is an automated publishing platform using proprietary artificial intelligence and advanced authoring tools to transform a book from flat text to a fully immersive user experience, bringing any story to life with interactive, multi-media embedded content.

#### About Overbrook Entertainment

Overbrook Entertainment, founded by partners James Lassiter and Will Smith, is committed to offering the highest quality entertainment focused in film and television and has produced a diverse slate of both critically acclaimed and blockbuster feature films, which have generated more than \$2.5 billion dollars in worldwide box office receipts and even more in home video sales. Some of Overbrook's most successful films include ALI, HITCH, PURSUIT OF HAPPYNESS; I AM LEGEND, HANCOCK, SECRET LIVES OF BEES, and most recently THE KARATE KID. Overbrook's next feature project is AFTER EARTH, which is set for a May 31, 2013 release.

#### About Sony Pictures Entertainment

Sony Pictures Entertainment (SPE) is a subsidiary of Sony Entertainment Inc., a subsidiary of Tokyo-based Sony Corporation. SPE's global operations encompass motion picture production, acquisition and distribution; television production, acquisition and distribution; television networks; digital content creation and distribution; operation of studio facilities; and development of new entertainment products, services and technologies. For additional information, go to <http://www.sonypictures.com>