



BEYOND THE STORY

Global rollout begins for storybook app

The Diary of a Young Girl by Anne Frank

Today in a first for the Dutch market, Anne Frank's personal story The Diary of a Young Girl is released as an enhanced storybook app.

In a pioneer project Dutch publisher Prometheus which already has the rights to the print and eBook versions of Anne Frank's Dairy, launches the storybook app on iPad at Theatre Amsterdam at the beginning of the play "Anne", currently running at the Theatre.

UK digital company BeyondTheStory first created the English version of the storybook app to acclaim in 2013 in the UK, and the Dutch and Belgian release today marks the beginning of the global rollout of the digital version of one of the most famous books of all time.

The power of Anne Frank's written words are augmented within a fully 3D experience, including a timeline of her years in hiding, the ability to view inside her house, listen to an interview with her last living relative Buddy Elias, and even hear the daily church bells ringing just as Anne heard them ringing from her hiding place.

BeyondTheStory CEO Jen Porter says the storybook app reflects its belief that stories have the power to change the world. "Users are given a unique interactive experience where they can explore Anne Frank's world and her personal testimony of survival over tyranny. They can go beyond the story to better understand Anne as a global symbol representing the fight against racism, and prejudice of all kinds," she says.

"We are delighted that 400 Anne Frank study packs have been sent to teachers across The Netherlands: this gives students new ways to read and learn using touch screens alongside traditional books, generating interest in storytelling and reading."

"We created the storybook app using our immersive 2D and 3D hypermedia storytelling platform. Publisher+ brings storytelling to life and what better way to give the world such an important story than Anne Frank's Diary."

The Anne Frank app is available in the UK and Commonwealth countries on the [Apple App Store](#) It has been approved and authorised by the Anne Frank Fonds Basel (<http://www.annefrank.ch/>). Readers can view the trailer on Vimeo (<http://player.vimeo.com/video/57684633>)

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