



PUKEKO PICTURES INVESTS IN STORYTELLING WITH BEYONDTHESTORY

Wellington, New Zealand, February 4, 28 2015

New Zealand's Pukeko Pictures has today announced investment in the New Zealand and London-based digital company, BeyondTheStory.

BeyondTheStory is a digital company specialising in interactive technology using its breakthrough technology Publisher+. This software platform allows users to easily and quickly create their own eBook as an interactive app on all formats and devices, from simple eBooks to immersive apps and even to traditional printing.

The first initiative between the two companies will be a collection of The WotWots educational eBooks to accompany the much-loved preschool television series and promote learning through the fun of creative play and storytelling.

Co-Owner of Pukeko Pictures and Weta Workshop, Sir Richard Taylor said: "BeyondTheStory has developed a highly imaginative way to work with our assets to create episode-by-episode quests and expand feature storylines. I look forward to working with BeyondTheStory to design and create an inspirational digital app world that will engage the imagination of audiences worldwide." he said.

CEO of Pukeko Pictures, Andrew Smith said: "We are delighted to be working with fellow Kiwi company BeyondTheStory. We feel very confident to invest in the company and the potential this brings for us, both in New Zealand and the UK. For Pukeko Pictures, it's not just about the unique technology that BeyondTheStory has developed but the shared philosophy of bringing the magic of storytelling to viewers worldwide."

CEO of BeyondTheStory, Jen Porter said: "We are delighted Pukeko Pictures has united in our quest to expand the storytelling experience through television and tablet. This investment gives BeyondTheStory and Pukeko Pictures the opportunity to collaborate on exciting projects. Given that we began our journey in Wellington, I feel akin 'to the return home', yet remaining in London as we scale both companies internationally".

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About Pukeko Pictures

Pukeko Pictures is an independent entertainment production company focused on the development and production of excellent quality multi-platform entertainment for a global audience. Pukeko Pictures was formed in 2008 by Sir Richard Taylor, Tania Rodger and

Martin Baynton, and is located in Wellington, New Zealand. With a connection to the world famous Weta Workshop (Avatar, King Kong, Lord of the Rings), Pukeko Pictures is uniquely positioned in the creation of world-leading entertainment, harnessing the best in global talent and world-class production processes.

About BeyondTheStory

BeyondTheStory is a New Zealand London-based UK digital company, a master of rich, interactive storytelling. Its breakthrough technology. Since its migration to the UK in 2009, BeyondTheStory has been perfecting its technology to meet the imperative that screens must be interactive and media rich. It has developed the first automated software platform, Publisher + that enables fast and cost effective production of interactive 3D books, eBooks and apps. BeyondTheStory apps are available on the App Store, and eBooks on the iBookstore.