



BEYOND THE STORY

BeyondTheStory releases app and eBook using new Publisher+ Platform

UK-based innovator of digital books BeyondTheStory has announced its immersive app of the children's classic, *Wind in the Willows* by Kenneth Grahame, has now also been published across a range of e-ink devices.

The breakthrough proves that with BeyondTheStory's Publisher Plus it is possible to deploy books across all devices using one single source of code. The publishing platform transforms original manuscripts or existing digital formats from raw text into interactive, media-enriched apps, bringing stories and ideas to life with images, active links, audio, video and 3D content.

CEO Jen Porter says now millions of authors will be able to create their own „beyond the story“ experience using one platform that works across a range of devices and formats. “Since readers are increasingly choosing to read their favourite authors on digital, we wanted to test Publisher Plus across all of the options.

“We can publish from fully immersive tablet formats like our app released in July on the Apple iPad and the Barnes and Noble Nook, to other eco-systems. Now we have our favorite children's classic on eBook which readers can purchase on the iBookstore. Find on the iBookstore here: <http://bit.ly/1ciwSfL> and the link to the App Store here: <http://bit.ly/13AKQ9J>

“We could publish *Wind in the Willows* on Amazon Kindle eBooks and tablets, Sony, Kobo, and Samsung tablets, Samsung, and in fact any format,” said Jen Porter. In the app Stephen Fry introduces readers to each chapter and reads selected extracts of the adventures of Mr Toad, Ratty, Mole, and Badger.

In July when first the app was launched he said: “BeyondTheStory is to be congratulated for its outstanding portrayal of this classic. I imagine this version could introduce some adults, skeptical of anything but the printed word, to a new acceptance that digital publishing can also respect and embrace an author's work. This latest version of the loved old favourite, written in 1908, is absolutely faithful to the original unabridged text of author Kenneth Grahame. Such apps can only increase the reading public, and that's good for us all,” said Stephen Fry. (<http://youtu.be/zly3bTAbhI0>)

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