



BEYOND THE STORY

Children's classic, *Wind in the Willows* by Kenneth Grahame, goes beyond the page with an unabridged, immersive digital edition

Produced for iOS, this classic tale has been released by UK-based innovator of digital books BeyondTheStory as part of its app range.

Stephen Fry introduces readers to each chapter and reads selected extracts of the adventures of Mr Toad, Ratty, Mole, and Badger. In addition, colourful animations connect the reader to the wonderful world of the riverbank and Toad Hall - a world loved by many for more than 100 years. Stephen Fry says: "How better to enjoy and bring the words and emotions of this fantastical tale of Toad and his friends, than using the latest story-telling techniques.

"Images, narration, animations and music all combine on the iPad screen in a panoply of delightfulness! I can imagine Kenneth Grahame would have loved to discover his words tumbling off the page and his young readers being able to enjoy this classic in such an engaging way.

"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>)

CEO Jen Porter says: "The release of *Wind in the Willows* is a further step in our strategy to take control of publishing ourselves and push the boundaries of creating beautiful digital books. We are delighted to have Stephen Fry's narration adding to the magic of what is the first in our upcoming series of fully immersive classic stories."

BeyondTheStory which built its unique app platform in the UK, has a string of enhanced e-book successes to date with the revised version of *Kings and Queens* by David Starkey released this week, bringing to life 2000 years of Britain's monarchy; the award-winning *Anne Frank - The Diary of a Young Girl*; and the official app created with respected Scottish author Iain Banks.

BeyondTheStory is producing the digital edition of hit New Zealand comedy/drama television series *The Almighty Johnsons* screenplay, based on its own novelisation of the 13 episodes. In May it launched *After Earth: Kitai's Journal* made for US-based Sony Pictures Entertainment/Overbrook, taking fans beyond the movie to the interactive Journal app.

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