

Arthur's Birthday – Media Brief

Supported Platforms:

iOS – iPad, iPhone, iPod Touch

Mac OSX – all Mac computers with version 10.6 and above

(Android versions will launch in 2Q 2013 and Windows versions will launch in 3Q 2013)

iOS Specific Information:

Languages:

English and Spanish (French available as an in-app purchase)

Price:

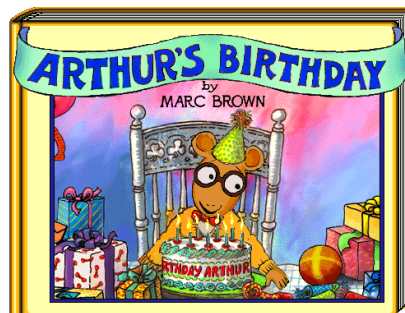
\$4.99 includes English and Spanish storybook language content

\$1.99 in-app purchase to unlock the French language storybook

\$2.99 in-app purchase for Premium Upgrade (unlocks the French language and the full *Arthur's Birthday* Classroom Activities guide)

App Store URL:

<http://itunes.apple.com/us/app/arthurs-birthday-wanderful/id577614199?ls=1&mt=8>



Mac OSX Specific Information:

Languages:

English, Spanish, and French storybook language content

Price:

\$9.99 includes English, Spanish, and French storybook language content and the full *Arthur's Birthday* Classroom Activities guide in US English

Mac App Store URL:

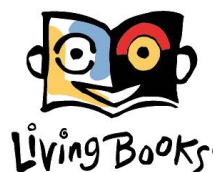
<http://itunes.apple.com/us/app/arthurs-birthday/id612113090?mt=12>

Recommended for:

Young readers

App Summary

- A fully interactive storybook for young and emerging readers starring PBS favorite: Arthur, updated and enhanced for modern devices
- Based on the award winning title originally published by Living Books



Arthur's Birthday lets young readers play inside the story and interact with all the characters and words. This is an imaginative and interactive story experience, with fully animated content loved by children, parents and teachers alike.

Story Overview:

Arthur's Birthday is a classic story by Marc Brown about of how children sometimes feel they must choose between friends. Arthur and Muffy are each planning their birthday parties for next Saturday afternoon. How will their friends decide which to attend? Can Arthur create a solution that includes everyone?

App Highlights:

- Story is in both English and Spanish - change language from any page
- 13 animated pages
- Complete French version of the story unlocks with an in-App upgrade
- Virtually every item on each page comes to life when tapped
- All words are "active" for extended word play and language learning

- Dozens of animated surprises on each page – see if you can find the hidden confetti
- Multiple settings to customize the App for your child's reading experience
- Two modes: "READ TO ME" and the fully interactive "LET ME PLAY"
- Move between pages with swipe or with scrolling page navigation
- Parental tips and settings to help you get the most out of this Wonderful interactive storybook
- Teacher resources include a 31 page overview of Wonderful Classroom Activities and a free preview of the *Arthur's Birthday* Classroom Activities guide for iOS or the complete *Arthur's Birthday* Classroom Activities guide for Mac OSX computers

Hidden Object:

A hidden object on every page further encourages exploration. On every page of this storybook we have hidden animated graffiti that needs to be found through exploration. You can find it on page1 by tapping on the teapot on the shelf. On page 5 it's in one of the bins of party favors.

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Author:

Arthur's Birthday is written by Marc Brown. Over 65 Million Arthur books are in print and the Arthur TV show is the longest running children's animated show in history.

Storybook Images:





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