



## Visionary eBook for iPad Launches in UK

*Bestselling title demonstrates power of the new publishing medium*

*'The Best App of all... Everything is animated and gorgeous. Alone worth iPad.'* – Stephen Fry

**21<sup>st</sup> May 2010, London:** *The Elements: A Visual Exploration* is the most beautiful, most interactive, most inspiring book ever created. It is launching in four new fully-translated editions for iPad on the App Store. *The Elements* is the closest thing you'll find to a magic book. Stephen Fry, one of the first independent reviewers to experience *The Elements*, tweets:

***'Best App of all Theodore Gray Wolfram Periodic Table. Everything is animated and gorgeous. Alone worth iPad.'***

**With the iPad launching in the UK on 28th May, *The Elements* shows this new platform at its very best.**



Produced by Touch Press, this groundbreaking eBook lets the user experience **all the elements in 3D, seen floating in front of their iPad**. Complete with highly informative and accessible text, written by popular science writer Theodore Gray, *The Elements* is the most advanced book ever created. Greeted by rave reviews at its launch in the USA in April – including Xeni Jardin of Boing Boing, who blogs, 'It's dazzling — it makes science feel like magic in your hands' – *The Elements* is the must-have App for all iPad owners, anyone interested in science, and book lovers who wants to experience the revolutionary power of the new publishing medium. Following its USA launch, *The Elements* has consistently appeared in the Top 10 Highest Grossing iPad Apps, and has already sold over 30,000 copies in the US market.

The App starts as a living periodic table where every element is represented by a smoothly rotating sample. To read about tin, tap on the tin soldier. To read about gold, tap on the gold nugget. Immediately readers see a sample of the element filling most of the large screen, photographed to razor sharpness and rotating through 360 degrees before your eyes. Tapping on the Wolfram|Alpha button for gold reveals up-to-the-minute market pricing, along with a hundred other useful facts about that precious metal. A double-tap on any element brings it up full screen. Tap again and the image splits into a pair of stereo 3D images. Using 3D glasses (available from [periodictable.com/ipad](http://periodictable.com/ipad)) users can see all 500 objects float out off the screen and spin, still in full 3D, at the touch of a finger. You can't get more virtually real than that.

'We expect *The Elements* to be the flagship of a new generation of eBooks,' says Theodore Gray of Touch Press. 'With iPad and *The Elements*, we are setting the bar high and look forward to expanding to new titles.'

**The Elements App for iPad is available now from the App Store on iPad or at [www.itunes.com/appstore/](http://www.itunes.com/appstore/).**

**For more information, or to interview Theodore Gray or Max Whitby of Touch Press, please contact Claire Richman [claire.richman@midaspr.co.uk](mailto:claire.richman@midaspr.co.uk) or Alexander Martin [alexander.martin@midaspr.co.uk](mailto:alexander.martin@midaspr.co.uk) at Midas Public Relations on +44 (0)20 7361 7860**



**Notes to Editors:**

Touch Press ([www.touchpress.com](http://www.touchpress.com)) is a new digital publishing company led by:

**Theodore Gray**, co-founder of Wolfram Research, Inc., creator of the Mathematica Notebook interface, and a columnist for Popular Science magazine since 2003. His most recent books, *Theo Gray's Mad Science: Experiments You Can Do at Home—But Probably Shouldn't* and *The Elements: A Visual Exploration of Every Known Atom in the Universe*, were published in 2009 to wide acclaim.

**Max Whitby** is a multiple-BAFTA-award-winning former BBC producer. He brings to the team decades of experience in film and television production and in the design and delivery of interactive media. His science company RGB Research Ltd is based in London.

**Stephen Wolfram** is a renowned scientist, founder and CEO of Wolfram Research, Inc., and creator of both Mathematica and the Wolfram|Alpha computational knowledge engine.

Touch Press is developing a series of electronic titles in science, technology, popular culture, and the arts. Partners include Wolfram Alpha LLC and Wolfram Research, Inc.. Wolfram Alpha LLC is the creator of the Wolfram|Alpha computational knowledge engine. Its parent company, Wolfram Research, is a software company founded in 1987 that is the creator and developer of Mathematica.

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