



## **Press Deposit - The solar system at your children's fingertips - Encyclopaedia Britannica launch new educational app**

**Submitted by**

2011-01-26 11:46:06

Encyclopaedia Britannica, the company famous for educational products has launched a series of apps suitable for iPad, iPhone and iPod touch. Created with children aged 8-12 in mind, each app is themed around an individual national curriculum topic. Parents can be assured that the apps are appropriate and safe for children to use and are packed full of Britannica facts and content. They also contain a mass of interactive features such as maps, games, quizzes, puzzles, videos and memory tests.

If your kids love playing with your iPhone, iPad or iPod Touch, then why not impress them by downloading the latest solar system app from Encyclopaedia Britannica. As well as having a slick interface and high-resolution graphics that is ideal for the iPhone 4 retina display the new solar system contains fantastic videos and animations from the historic Moon landing in 1969 to the birth of a planetary system.

The company famous for educational products has launched a series of [kids apps](#), which will keep children busy for hours on end. Each one is a fantastic tool to help kids get their homework and projects done.

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[Britannica apps](#) currently available in the series - Volcanoes, Dinosaurs, Ancient Egypt and now Solar Systems - are available to download for the iPhone, iPad or iPod Touch now, with new titles including; Rainforests, Ancient Rome and Knights and Castles - due to be released by March 2011. For more information go to: [www.britannica.co.uk/apps](http://www.britannica.co.uk/apps) or the iTunes Store and search 'Britannica' to download the apps before handing over your device to your kids and letting the fun commence.

Ian Grant, managing director, Encyclopaedia Britannica (UK) Ltd, said: "[educational apps](#) are growing in popularity amongst parents and children as are the platforms they are delivered on. Whether parents choose to download them onto their own devices or onto those of their children, we feel that these new products will be essential learning tools and invaluable aids when it comes to homework and research. This is something that parents shouldn't miss out on if they are looking for refreshingly novel, imaginative and exciting ways to help educate their kids and stimulate their minds."

Each app will be available to download from the iTunes Store for £4.99. Solar system and Dinosaurs are available at a special price of £2.99 for a limited period only.

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\*About Encyclopaedia Britannica\*

ENCYCLOPAEDIA BRITANNICA: Britannica is the oldest and most well-known English language encyclopaedia still in production and is currently available in online, digital and print formats. Britannica contains hundreds of thousands of articles and useful facts, which has made

it into a leading source of information and knowledge for children, teachers and parents, both in schools and at home.

**\*About Concentric Sky\* (app developer)**

Concentric Sky offers high-end web development and consulting services with a focus on emerging technologies such as Social Media and the iPhone. Founded in 2005, the company has rapidly become a leader in the space, recently signing an exclusive development partnership with social media pioneer Mashable.com. Concentric Sky is based in Eugene, Oregon and consists of about 50 software engineers and technical professionals. For more information: <http://www.concentricsky.com>

**\*Reviews and Interviews\***

Adam Curry from the Big App Show:

<http://www.youtube.com/watch?v=C94rsj4yePQ>

BBC Radio 4 - You and Yours programme - fast forward to 30mins 45secs

[http://www.bbc.co.uk/iplayer/episode/b00wdhpv/You\\_and\\_Yours\\_08\\_12\\_2010/](http://www.bbc.co.uk/iplayer/episode/b00wdhpv/You_and_Yours_08_12_2010/)

**\*Product demonstration\***

<http://www.youtube.com/watch?v=aeO1Yy8OdyA&NR=1>

**\*Contact\***

If you would like to download an app free of charge to review or require any further information please contact:

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