



http://www.ltwmag.com/news/latest_news/apple_honours_discover_kids_sharks_app.as

px

Apple honours Discover Kids Sharks app

Discovery Kids Sharks, an iPad app by Discovery Kids has been named App Store's best of the iPad Education category in iTunes Rewind 2011, Apple's year-end "best of" list

Discovery Kids partnered with leading publishing house, Parragon Books, to bring the immersive, shark-packed interactive iPad experience to kids earlier this year. The app was previously named an iPad "App Of The Week" by Apple during its October launch.

Designed to take the whole family on a virtual undersea adventure, Discovery Kids Sharks offers an engaging look at the different shark species, their feeding habits and where they live. Each section leads with exciting live-action footage from Discovery Channel's Shark Week programming followed by interactive animated games, which help reinforce the "fun facts" learned across the app. Users are also able to collect a number of digital trading cards as they scroll through underwater scenes filled with colourful sea life in a format designed specifically for the iPad.



The Discovery Kids Sharks app complements the best-selling Discovery Kids line of more than 150 books, 3D readers, children's encyclopaedias, activity and sticker sets from Parragon, which focus on themes integral to the Discovery Kids brand, such as connecting children with the environment and the world around them.

Discovery Kids licensing is managed in North America by Big Tent Entertainment who brokered the deal.