

For Immediate Release

SOLAR SYSTEM FOR iPad RAISES THE BAR (AGAIN) FOR ELECTRONIC BOOKS

London, England—December 22, 2010—*Solar System for iPad*, the first publication to emerge from the recently announced partnership between Faber and Faber and Touch Press, is available today worldwide to download from the Apple iTunes App Store.

Eight months in development, and with a production budget approaching 1 trillion dollars (if you count location filming by NASA), *Solar System for iPad* sets a new standard for interactive books. The title combines stunning fully manipulable, space data based 3D realizations of the planets and moons with an intelligent specially written text by best-selling Faber author and former CalTech radio astronomer Marcus Chown.

This new electronic book follows on from *The Elements*, the runaway best seller published by Touch Press to coincide with the launch of the iPad. Over 160,000 copies have now been sold, and *The Elements* has just won a place in the forthcoming Brit Insurance Designs of the Year 2011 exhibition at the London Design Museum.

Theodore Gray, creator of *The Elements*, comments, "What sets *Solar System for iPad* apart more than anything is that it is not just an app or reference guide or tour, it's a real honest-to-goodness book you can sit down and read."

Like *The Elements*, the new title includes a song that plays once on the very first launch. This haunting and majestic track has been specially adapted by Björk from her forthcoming *Biophilia* project and for the moment is available only in *Solar System for iPad*.

LINKS:

touchpress.com/titles/solarsystem

<http://itunes.apple.com/us/app/solar-system-for-ipad/id406795422?mt=8>

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