

PRESS RELEASE – October 27<sup>th</sup>, 2014

## Kids' Mania and Planet Nemo Interactive launch BEEBOOKS, an animated book collection on iOS and Android

*Youth Label Kids' Mania (created by French publisher Anuman Interactive) and Planet Nemo Interactive (PNI), digital content creative studio, sign a co-publishing partnership and launch a new collection of animated books for kids aged 3 to 7: BEEBOOKS.*

Thanks to the publishing, technical and commercial expertise of those two entities, BEEBOOKS is destined to become a reference as far as children interactive books across the globe are concerned.

BEEBOOKS animated books rely on famous licenses and are created by a team of professionals rewarded in France and abroad. They are produced with great care to favor the development of several skills: reading, oral expression, coordination, focus, curiosity and critical mind... always with fun.

Marc Boucharlat, PNI General Manager explains: *"We are convinced that by combining smart heroes, well-written stories and high-quality illustrations, children will be willing to play again and again with our book apps. We think that it will also help get the parents' trust. It is all about emotions. If we manage to create lasting emotions, we win our bet."*

As Paul Elie Hamou, Kids Unit VP at Anuman Interactive, underlines: *"e-books from the BEEBOOKS collection, perfectly fit in the Kids' Mania brand, which offers quality entertainment for children."*

Several titles are scheduled in the BEEBOOKS collection by the end of December 2014: two titles will be derivative from the "BALI" license, a French and Canadian cartoon created in 2005 and successfully broadcast in more than 50 countries (WGBH in the USA, ABC in Australia, Kika in Germany, Disney and France 5 in France). Three other titles will be adapted from the cartoon "Missy Mila". This series tells the classic tales through the eyes of an 8-year-old girl. This cartoon audience figures are excellent in France, as well as in Belgium, Spain and Korea.

Due to a publishing decision based on the parents trust for this new collection, BEEBOOK will not include in-app sales.

The first BEEBOOK titles will be available as of October XX 2014, with a launch price of €2.99 on iTunes (iOS) and Google Play (Android).

More information on [www.mybeebooks.com](http://www.mybeebooks.com)



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### **About Planet Nemo Interactive**

*Planet Nemo Interactive is an award winning edutainment game studio and digital agency. Created in 2000 by a former publisher of Kids magazines, PNI has produced hundreds of casual games, websites, advergames and apps. Customers include Disney, Teletoon, MBC, Hachette, museums and others. The company is also running a game and activity platforms for kids [www.planetnemo.fr](http://www.planetnemo.fr).*

### **About Kids' Mania**

*With over 75 mobile applications in its catalogue, Kids' Mania (the Youth label created by Anuman Interactive) has established itself as a major publishing label on iOS and Android. With strong licenses (Little Boy, Santa's Apprentice, Garfield, My Little Cook, Paddington...) and as a partner of several global scale developing studios, Kids' Mania has been supported several times by mobile sales platforms for the quality of its applications.*

### **About Anuman Interactive**

*Created in 2000, Anuman Interactive is a French publisher of software, application and multi-platform videogames, active on an international level and exclusively dedicated to dematerialized titles.*

*Through a catalogue with more than 2,500 references on PC/Mac, Smartphones, Tablets, consoles and Facebook, the company aims at everyone: general audience, beginners, advanced players... Thanks to the experience and know-how of its teams, Anuman Interactive has successfully developed a rich and varied catalogue based on several themes (video games, everyday life, edutainment, retrogaming...) and on famous licenses such as Garfield, For Dummies, Agatha Christie... Today, the company has become one of the main dematerialized publisher in the adventure video game industry, through the Microïds brand (Syberia, Dracula, Amerzone...) and on Mobile, thanks to the Home Design 3D application (9 million users).*

*At the end of 2009, Anuman Interactive joined the Media-Participations group – the 3rd largest publishing group in France and the top comic book publishing group in Europe – as a subsidiary company, and actively conducts its transition towards new technologies.*

*As a major publisher on iOS, on Android (Google Play, Amazon App-Shop) and as a partner of worldwide famous download platforms, such as Steam or Big Fish, these are certainly exciting times for Anuman Interactive!*

*For more information, check the website <http://www.anuman-interactive.com>*