

## The new “Missy Mila” series of applications distributed by Kids’ Mania arrives on iOS and Android

Montreuil (France), October 30, 2014. Following the signature of a co-publishing contract, Kids’ Mania and Planet Nemo Interactive present the “Missy Mila” animated books dedicated to children from 3 to 7. These applications join the previously launched Beebooks collection and are available on iOS and Android.

“Missy Mila” is a French and Belgian TV program created in 2008. Mila is a little girl who loves telling stories from around the world. Inspired by traditional tales, she tells with her own twist, with humor and imagination, the animated tales of smart heroes, while having fun with adapted games. This comedy cartoon is a real success across the world and is broadcast in a dozen countries, including France, Belgium, Spain, Italy and Korea.

Today, with more than 75 applications and mobile games in its catalogue, all adapted for the youngest, the Kids’ Mania label hosts “Missy Mila”, the new series of applications (that joins the Beebooks collection, specifically dedicated to animated books).

In each application, **three reading modes** are available: the “**Read**” mode that the children can use at their own pace, scrolling down the text like an animated sound book to enjoy dynamic animations; the “**Listen**” mode, where the story told by Mila can be followed, and the “**Video**” mode, where the story unfolds by itself, like in a cartoon. It is also possible for the parents **to customize the reading by recording their own voice**. With the **mini games**, children can have fun with colorings and dynamic games, varied and adapted according to the story.



### “Missy Mila – The Hidden Princess” iOS/Android

*Mila tells the story of a king who did not want her daughter to get married. He then imagines a ploy to hide the princess. The young player will discover how the beautiful prince will manage to deliver the princess.*

*In the mini game, the children will be able to catapult the king out of the kingdom as far as possible. They will make him bounce on the springs and catch the crowns to increase their score.*



### “Missy Mila – The Toupouloupou” (iOS/Android)

*Mila tells the story of the Minus King and his terrible Minotaur that she renames with imagination, the “Toupouloupou”. The children can discover Mila’s version in the frame of the antic tale.*

*The mini game for this tale is a maze in which the princess and the young Greek Cyprien, must meet before the Toupouloupou catches the hero. But beware; the maze’s corridors are not linked. It has to be put back in shape!*



### "Missy Mila – Elvis" (iOS/Android)

*Mila tells the story of Elvis, a donkey who dreamt of playing a music instrument. It is not easy for a donkey to become a musician! One day, Elvis finds a beautiful electric guitar. Then begins a fun journey...*

*The children can play Elvis' guitar in the mini game by touching the right musical notes that appear progressively onscreen. They will have to follow the rhythm and play the right tune.*

The "Missy Mila" series of applications is part of the **Beebooks collection**, created by-co-publishers creative studio of digital content **Planet Nemo Interactive** and European label **Kids' Mania**.

The "Missy Mila" applications are available since **October 30<sup>th</sup>**, across the world on **iOS and Android (French, English)**.



#### "Missy Mila – Hidden Princess"

Price: \$2.99

Size: 75.1 Mb

AppStore: <http://itunes.apple.com/app/id907033745>

Google Play: Available on November 3th



#### "Missy Mila – Elvis "

AppStore: Soon Available

Google Play: Soon Available



#### "Missy Mila – Toupouloupou"

AppStore: Soon Available

Google Play: Soon Available

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#### 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>*

## **About Planet Nemo Interactive**

*Planet Nemo Interactive is a creative studio of edutainment content and an awarded agency of digital content. Created in 2000 by a former child magazine publisher, the company produced hundreds of interactive games, websites and mobile applications. Its clients include Disney, Teletoon, France TV, Hachette, many museums. [www.planetnemointeractive.fr](http://www.planetnemointeractive.fr).*

## **About BeeBooks**

*BEEBOOKS is a collection dedicated to interactive books publishing (book apps) as well as Planet Nemo Interactive (PNI)'s edutainment applications and the Kids Mania label (created by Anuman Interactive). With a fifteen-year expertise in the production of children digital content created by a team of professionals awarded in France and abroad, these animated books are produced with great care to favor the development of several skills: reading, oral expression, coordination, focus, curiosity and critical mind... always with fun. [www.beebooks.fr](http://www.beebooks.fr)*

## **Press Contact**

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