

Press Release
16th August 2010



Spot is iPad app of the week! iPad proves perfect platform for classic children's character



To coincide with Spot's 30th anniversary, publisher Frederick Warne announces the launch of the first ever Spot iPad app: [Spot Goes to School](#). **The app is the No. 1 paid for book app, knocking the Toy Story app off the top spot!**

The [Spot Goes to School](#) app is a wonderfully interactive lift-the-flap story which will captivate children aged 2 – 5 years. They can enjoy an enhanced reading experience, looking through the pages and touching the screen to lift flaps and find fun, interactive elements hidden in the pictures.

Features include:

- [Spot Goes to School](#) lift-the-flap story with interactive elements to find in the pictures
- Shake the iPad to jumble the objects on Spot's nature table and drag and drop to tidy it
- Game helps to develop children's observation and co-ordination skills
- Information for parents and teachers on how to use Spot books and apps with their child

Eric Hill, creator of Spot said

'I am happy that the Spot app is spearheading a new direction for children's books on the iPad. 'Spot Goes to School' in this new form will increase the fun of reading and learning by providing more interactive elements whilst still keeping the essential simplicity of the original book. With this new app, Spot continues to innovate and expand the enjoyment of books for children.'

See the app in action on the video link below:

<http://dl.dropbox.com/u/67957/spot/ella-using-spot.mov>

The Spot Goes to School app is now available for £2.99 from the App Store on iPad or at:

<http://itunes.apple.com/gb/app/spot-goes-to-school/id383904892?mt=8>

For further PRESS information about Spot please contact:

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<http://www.funwithspot.com/> – for fun games, free party downloads and the Official Spot Shop.