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### FACTS About Still Motion Media and MobiStories

Still Motion Media is the creator of MobiStories ([www.MobiStories.com](http://www.MobiStories.com)) award-winning digital children's books. The company is a collaboration of four friends from Los Angeles: an accomplished art director for film/television and commercials; an award-winning producer; a successful entrepreneur and an acclaimed sound editor/composer for hundreds of feature films and television shows. They all gave up the demanding hours of the Los Angeles film and marketing industries and relocated to the east coast to spend more time with their families and start something new that they were passionate about doing.

Still Motion Media takes children's picture books and adds narration, music and sound effects to the original illustrations which they optimize to create MobiStories: a unique digital storytime experience for readers and non-readers. With the speed at which technology is advancing, and the ever-increasing early adoption of technology by children, Still Motion Media provides cutting edge options to help kids learn and enjoy reading.

MobiStories also feature touch-activated animations that enhance the story and add enjoyment of the book. MobiStories are created as both mobile apps (for iPhone, iPod and iPad) – so that kids can have access to books wherever they may be - and flash format downloads for home computers. Digital books – whether experienced on a mobile device or on a home computer - are a cost-effective, educational and fun alternative to video games and nurture a love of reading, stories and music. They also increase a child's computer awareness.

MobiStories are recorded in multiple languages: English, Spanish and sometimes Chinese. Kids can mix/match hearing and seeing different languages and change their selections on any page and at any point in the book.

MobiStories are recommended for kids ages 2 – 10 and cover a wide variety of story styles, from books that turn into puzzles, stories with educational components such as comprehension quizzes and topical reference-style biographies and photo essays. Regardless of the story style, MobiStories are an entertaining and fun way to encourage a child's love of reading and learning.

The creators of MobiStories encourage reading traditionally as well as digitally. Literacy comes in many shapes and colors. Experts agree that a family that reads together learns together and it is never too early to introduce children to books.

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### Spring 2010 MobiStories to Note:

New digital titles (in both app and flash formats) available at [MobiStories.com](http://MobiStories.com) include:

**The Marvelous Toy:** The famous lyrics of legendary folk singer, Tom Paxton -- "I never knew just what it was, and I guess I never will," -- literally come to life in MobiStories' most visually appealing, interactive title to date. Newly available as a mobile app for the iPhone (and soon the iPad), MobiStories cleverly combines the music and lyrics of Paxton's classic children's song, "The Marvelous Toy," with Steve Cox's stunning illustrations from the original hardcover book (Imagine Publishing) and clever touch- activated animations to deliver a one-of-a-kind storytime experience for kids to enjoy anywhere, anytime. *(iPhone is available now for \$1.99 at [MobiStories.com](http://MobiStories.com) and the iTunes store. The flash version for PC and Mac is available exclusively at [MobiStories.com](http://MobiStories.com) for a special introductory offer of \$1.99 (regular price: 3.99.)*

**Little Blue Penguin:** Little Blue Penguin's emotions shine colorfully when a journey from the toy store takes him into a playmate's arms. Kids can touch a screen or click their mouse /keyboard all over the digital page to see what happens. They can also read in a choice of English or Spanish and mix and match text and narration to learn something new. *(\$1.99 for iTunes app and \$2.99 for computer download – Mac and PC)*

**Bus; Ship; Plane; Train; Spring; Summer; Fall; Winter** – Readers and non-readers can enjoy the sights and sounds of Transportation and Seasons as told by a child in English or Spanish. Each of these 8 books feature bold illustrations and simple text; each page magically transforms into a digital jigsaw puzzle. *(\$ .99 for iTunes app; \$1.99 for computer download with SHIP as a FREE Trial Book; \$2.99 for SpringHD iPad App)*

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Still Motion Media Team Bios:

**Bob Budlow - Co-Founder/President**

With a figure skating daughter and a soccer-playing son, our family often spend hours in the car. We've listened to countless audio books for children which were wonderful in stimulating their imaginations and even encouraging my children to read. But as every day, portable screens began to permeate our society more and more, I began to wonder, as the eternal entrepreneur that I am, how could we take advantage of a screen while reaping all the proven benefits of the audio book?

While at the Consumer Electronics Show in Las Vegas a few years ago, my business partner and I observed that screens were becoming both larger and much smaller all at the same time. But other than games and cartoons, where was the kids content for all those newly accessible screens? That's how MobiStories Digital Books for Kids was born.

I am an entrepreneur who co-founded a direct marketing company that was twice listed as Inc. magazine's 500 fastest growing companies and at one point had a market cap of 700 million. In addition to working with MobiStories, I serve as Board Chairperson of the Children's Brain Tumor Foundation.

**Rick Toone – Co-Founder/Creative Director**

You know what my two favorite words are?

*What if?*

*What if* opens the door to possibilities. *What if* starts discussions. *What if* means there is no saying no!

When faced with a problem, asking *What if* is the beginning to a solution. It's not a one way thought; it is a way for everyone to weigh in on the subject. I believe in collaboration. I believe no one has all the answers. I believe ideas spark ideas.

How does *What if* apply to MobiStories? Because one day I asked ...*what if* children's picture books could be put on a screen and *what if* they had audio and *what if* parents liked the idea of something educational and fun on their child's DS or iPod?

Thus the idea of MobiStories was born.

As a Propmaster and Art Director for 20 years in LA I learned that collaboration gets results. I also learned that one idea can translate to a great idea if you listen to other insights. And I learned that ownership of an idea belongs to all who execute it. I still live by these ideas at work and at home even though I drive everyone crazy with one simple question.

### **Christopher Kennedy – Partner/Operations Director**

Years ago I'd buy picture books, read them onto cassette and send them to my lad in England to read and listen to before bed. I still sometimes read to my 11 year old. It's a chance for me to play the actor, watch him reacting and be close to him. I love it.

When I was shown the first MobiStories digital book with narration and text, I saw tremendous potential. How cool for kids to have someone read to them when their parents can't? Having worked for many years in Hollywood creating sound for movies, I saw a wonderful opportunity to make the digital picture book experience even more fun and memorable. So we added music and sound effects, and bingo, the MobiStories you know and love were born!

I've worked on nearly 70 films and TV shows; I've written the score to an award winning film and many of the MobiStories digital picture books. I'm also the recipient of an Emmy nomination, three Golden Reel nominations, and I collaborated with composer Jan AP Kaczmarek on the Oscar winning score for Johnny Depp's "Finding Neverland." Sound is my life and I think MobiStories are a very sound idea.

### **Wendy Toone, Communications Director**

You know the dream little girls in tutus or tap shoes have - of being onstage & growing up to be a professional dancer? ....I lived it. I must admit, I had a blast - until my mid-20's when I realized dancing is a short-lived career and I was faced with that age-old question: "What do you want to be when you grow up?" I decided to put a new spin it: "What do I want to **do** when I grow up?"

While I've managed to do many things since giving up the stage – production coordinator/manager for television commercials, talent coordinator for live corporate shows, associate producer for TV comedy specials (even winning a CableACE award, before HBO and Showtime were awarded Emmys), teaching dance & fitness to kids of all ages – I've always enjoyed working with kids and in entertainment. Working with MobiStories gives me the opportunity to do both.

When my husband, MobiStories founder Rick Toone, first came to me with the idea of putting kids' picture books on cell phones, I thought he was nuts. Who'd give their toddler or preschooler their phone? Then iPhones and iPods appeared. Now, it's not only a reality, it is the future of encouraging kids to read. I'm privileged to be a part of reinventing children's publishing.

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