

The Berenstain Bears In The Dark – Media Brief

Supported Platforms:

iOS – iPad, iPhone, iPod Touch

Mac OSX – all Mac computers with version 10.6 and above

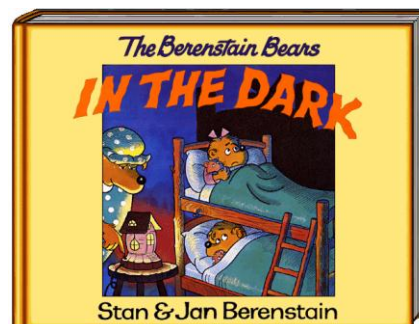
(Android versions will launch in 2Q 2013 and Windows versions will launch in 3Q 2013)

iOS Specific Information:

Price:

\$4.99 includes English storybook language content

\$2.99 in-app purchase for Premium Upgrade (unlocks the full 58 page *Berenstain Bears In The Dark* Classroom Activities guide)



App Store URL:

<http://itunes.apple.com/us/app/in-dark-berenstain-bears-wanderful/id587633813?mt=8>

Mac OSX Specific Information:

Price:

\$9.99 includes English storybook language content and the full 58 page *Berenstain Bears In The Dark* Classroom Activities guide in US English

App Store URL:

<http://itunes.apple.com/us/app/berenstain-bears-in-the-dark/id612126526?mt=12>

Languages:

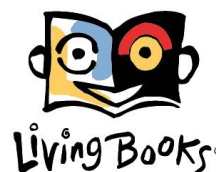
English

Recommended for:

Young readers, especially brothers and sisters

App Summary

- An interactive animated storybook originally published in the award-winning Living Books series, updated and enhanced for modern devices
- A story of the spooky things our imaginations can create, and how we can take control of our imaginations



The Berenstain Bears In The Dark lets young readers play inside the story and interact with all the characters and words. This is an imaginative and interactive story experience, with fully animated content loved by children, parents and teachers alike.

Story Overview:

In the *Berenstain Bears In The Dark*, Brother Bear reads a spooky story to Sister Bear which keeps her – and eventually the entire family – up all night long. The next day Papa shows Sister how to take charge of her imagination and in the end it's Brother who is a little afraid in the dark. Read and play with the fully animated pages, where everything comes to life for hours of delightful – and occasionally spooky – story fun. Written by Stan and Jan Berenstain, *In the Dark* is a story of overcoming fears. In English with the Classroom Activities Guide available as an in-app upgrade.

App Highlights:

- Twelve fully animated pages
- Virtually every item on each page comes to life when tapped
- All words are “active” for extended word play and language learning – tap on any word to hear it spoken
- A hidden surprise is on each page – can you find all the fireflies?
- Move between pages with swipe or with scrolling page navigation

- Two modes: “Read to Me” and the fully interactive “Let Me Play”
- Multiple settings to further customize the App for your child’s reading experience
- Special “About the Authors” video profiling Jan and Stan Berenstain available from within the App
- Parental tips to help you get the most out of this Wonderful interactive storybook
- Teacher resources include a 31 page overview of Wonderful interactive storybooks Classroom Activities and a free preview of the *Berenstain Bears In The Dark* Classroom Activities guide for iOS devices and the full 58 page *Berenstain Bears In The Dark* Activities guide for Mac computers
- For iOS devices the full 58 page In The Dark Classroom Activities guide is available as an in-App upgrade.

Animated Surprises:

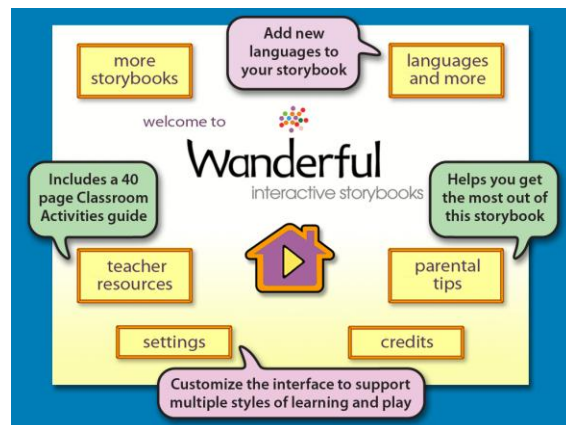
On every page, there’s a hidden firefly that needs to be found through exploration. See if you can find it.

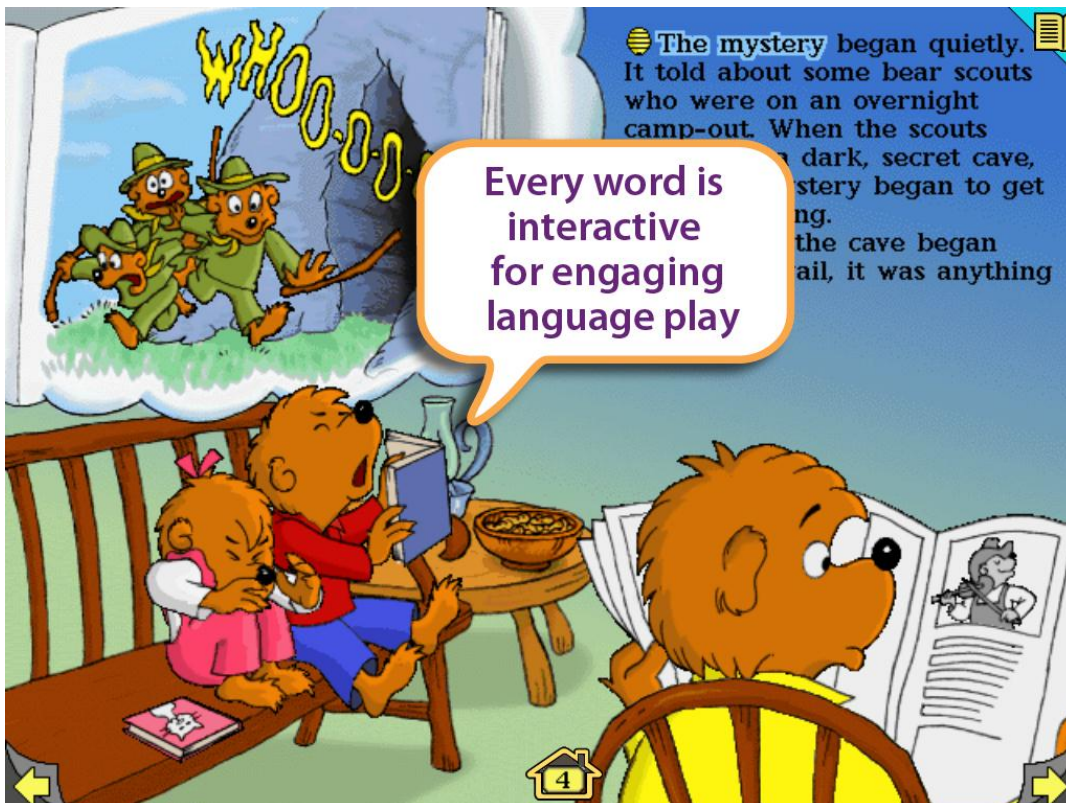
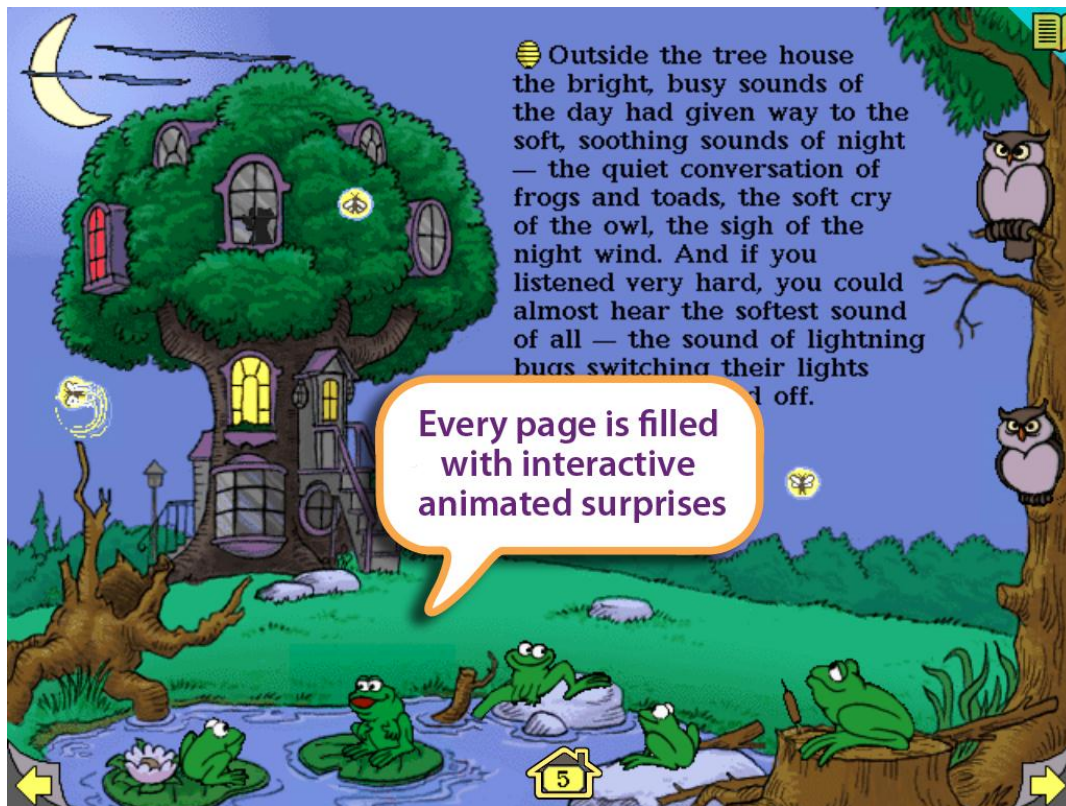
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Authors:

The Berenstain Bears In The Dark is by Stan and Jan Berenstain, authors of over 200 books starring the Bear family: Mama, Papa, Brother and Sister.

Storybook Images:





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