

FABER AND FABER AND TOUCHPRESS PARTNER TO CREATE DIGITAL TITLES FOR IPAD, LAUNCHING WITH SOLAR SYSTEM

London, England – November 30, 2010 – iPad owners can look forward to an exciting range of

innovative, highly interactive books as a result of a made-in-heaven partnership between Faber and Faber and Touchpress.

Faber and Faber (faber.co.uk) is one of the last great independent publishing houses in London, with no fewer than twelve Nobel Laureates and six Booker Prize-winners among its authors. Touchpress (touchpress.com) is a new digital publishing venture, whose UK and US founders have a distinguished 20-year track record of interactive software development. In April Touchpress published *The Elements* for iPad and iPhone 4. The title has become one of the great success stories on the new platform, frequently featured by Apple in its marketing and having sold 150,000 units (and counting).

The partnership is led by Henry Volans, Head of Faber Digital, and Max Whitby, CEO and co-founder of Touch Press. Both are speaking at The Bookseller's FutureBook Conference (futurebook.net) in London on 30th November 2010 when the launch title, *Solar System*, will be previewed.

Solar System for iPad is written by Marcus Chown, cosmology consultant of *New Scientist* and bestselling author of *Quantum Theory Cannot Hurt You*. This highly interactive book has been created from the ground up to integrate Chown's bespoke new text with stunning scientific data from NASA and other space agencies curated by Planetary Visions (planetaryvisions.com). The title includes fully manipulable, multi-touch 3D planets, beautiful imagery and custom-made animations and video, *Solar System* presents a new model for delivering popular science in an interactive book. It will be available worldwide from the iTunes App Store.

A second collaboration, based on a defining Faber poem, will be unveiled in January 2011. Both projects are jointly funded by Faber and Touch Press.

Stephen Page, Faber CEO and Publisher, comments: 'We're thrilled to be working so closely with Touch Press, who combine technological flair with a passionate devotion to good writing. Their determination to put substance and quality at the heart of all they do perfectly chimes with our vision for Faber's digital activity.'

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Theodore Gray, Founder and Creative Director of Touchpress, adds: 'We are delighted to be working with Faber and Faber on multiple projects that build on the potential of *The Elements* and raise the bar in new areas. We look forward to the fruits of combining Faber's unique skills and history with our understanding of the potential of electronic devices to contribute to the literary enterprise.'

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