

***The Elements* iPad app updated by Touchpress**

Retina-compatible, in 14 languages and packed with new features

London, UK – 18th October 2012 – Touchpress announces immediate release of a major free update to *The Elements* for iPad, available worldwide on the App Store.

Ask the average person if they'd like to read a book about chemical elements and the likely answer will be: 'Well, no, of course not.' But when the Apple iPad was first launched in April 2010, one of the most popular and most praised apps was exactly that, and it's since gone on to sell nearly a million copies in apps and in print.

The Elements for iPad is widely regarded as a milestone in digital publishing: a vibrant, dynamic thing of beauty that shows both how interesting the elements really are, and what a great platform the iPad is for interactive books.

When the time came to create an update to *The Elements*, Touchpress wanted to stay true to the elegant design of the original, while updating it with improved technology and enhanced content that continues to exemplify what ebooks should be. So that's what we have done:

- Updated for Retina display, 550 objects are now eye-poppingly sharp
- Translated into fourteen languages all available on-the-fly in the app
- New, elegant and easy-on-the-eye portrait reading mode
- Pinch-zoomable rotations to view every object in amazing detail
- Now includes the newly named elements Flevorium and Livermorium

The Elements app is available as a free update for existing owners and for \$13.99/£9.99 from the App Store on iPad or at www.itunes.com/appstore.

Touchpress (touchpress.com) is an independent publisher of interactive books founded by Theodore Gray and Max Whitby. The company's first title – *The Elements* – has sold 300,000 copies worldwide. Touch Press has published a dozen further titles, eight of which including *Solar System* for iPad and *The Waste Land* have been App of the Week on the iTunes Store. Touch Press is internationally recognised as a leader in the wave of digitally driven innovation currently disrupting the publishing industry.

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