

Ruff's Bone – Media Brief

Supported Platforms:

iOS – iPad, iPhone, iPod Touch, Mac OS)
Mac OSX – all Mac computers with version 10.6 and above
(Android versions will launch 2Q 2013 and Windows versions will launch 3Q 2013)

Languages:

English and Spanish

iOS Specific Information:

Price:

\$4.99 includes English and Spanish storybook language content
\$2.99 in-app purchase for Premium Upgrade (unlocks the full 66 page *Ruff's Bone* Classroom Activities guide)

App Store URL:

<http://itunes.apple.com/us/app/ruffs-bone-interactive-storybook/id601996502?ls=1&mt=8>

Mac OSX Specific Information:

Price:

\$9.99 includes English and Spanish language content and the full 66 page *Ruff's Bone* Classroom Activities guide in US English.

App Store URL:

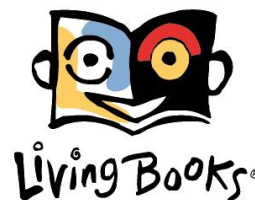
<http://itunes.apple.com/us/app/ruffs-bone/id612120693?mt=12>

Recommended for:

Young readers

App Summary

- A fully interactive storybook for young and emerging readers starring Ruff in a determined and out-of-this-world search for his bone
- Based on the award winning titles originally published by Living Books



Ruff's Bone 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:

Ruff's Bone is an offbeat adventure of a loveable dog named Ruff's. He always retrieves is "Sunday bone" thrown by his master. This time it goes way over the fence and Ruff is off on a far-ranging hunt to find it. His determined search leads us down a deep, dark hole, into a cave, high up into the clouds, to the bottom of the ocean and even up a ladder to another planet! Will he ever find it?

App Highlights:

- Story is in both English and Spanish - change language from any page
- 12 animated pages
- Virtually every item on each page comes to life when tapped
- All words are "active" for extended word play and language learning
- Dozens of animated surprises on each page – see if you can find Ruff's bone before he does
- Multiple settings to customize the App for your child's reading experience
- Two modes: "READ TO ME" and the fully interactive "LET ME PLAY"
- Move between pages with swipe or with scrolling page navigation

- Parental tips and settings to help you get the most out of this Wanderful interactive storybook
- Teacher resources include a 31 page overview of Wanderful Classroom Activities and a free preview of the *Ruff's Bone* Classroom Activities guide for iOS devices and the full 66 page Ruff's Bone Classroom Activities guide for Mac OSX computers
- The full 66 page Classroom Activities guide is available in the \$2.99 Premium Upgrade for iOS devices

Hidden Object:

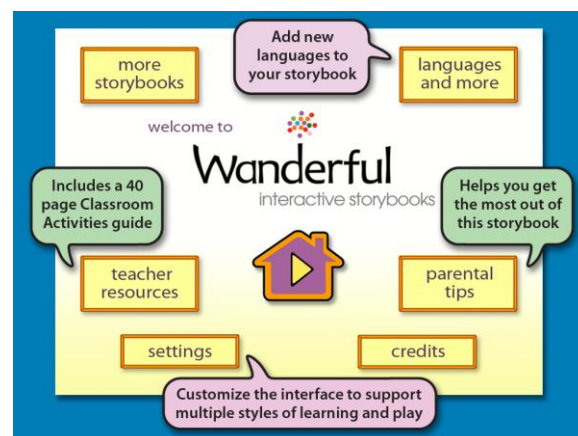
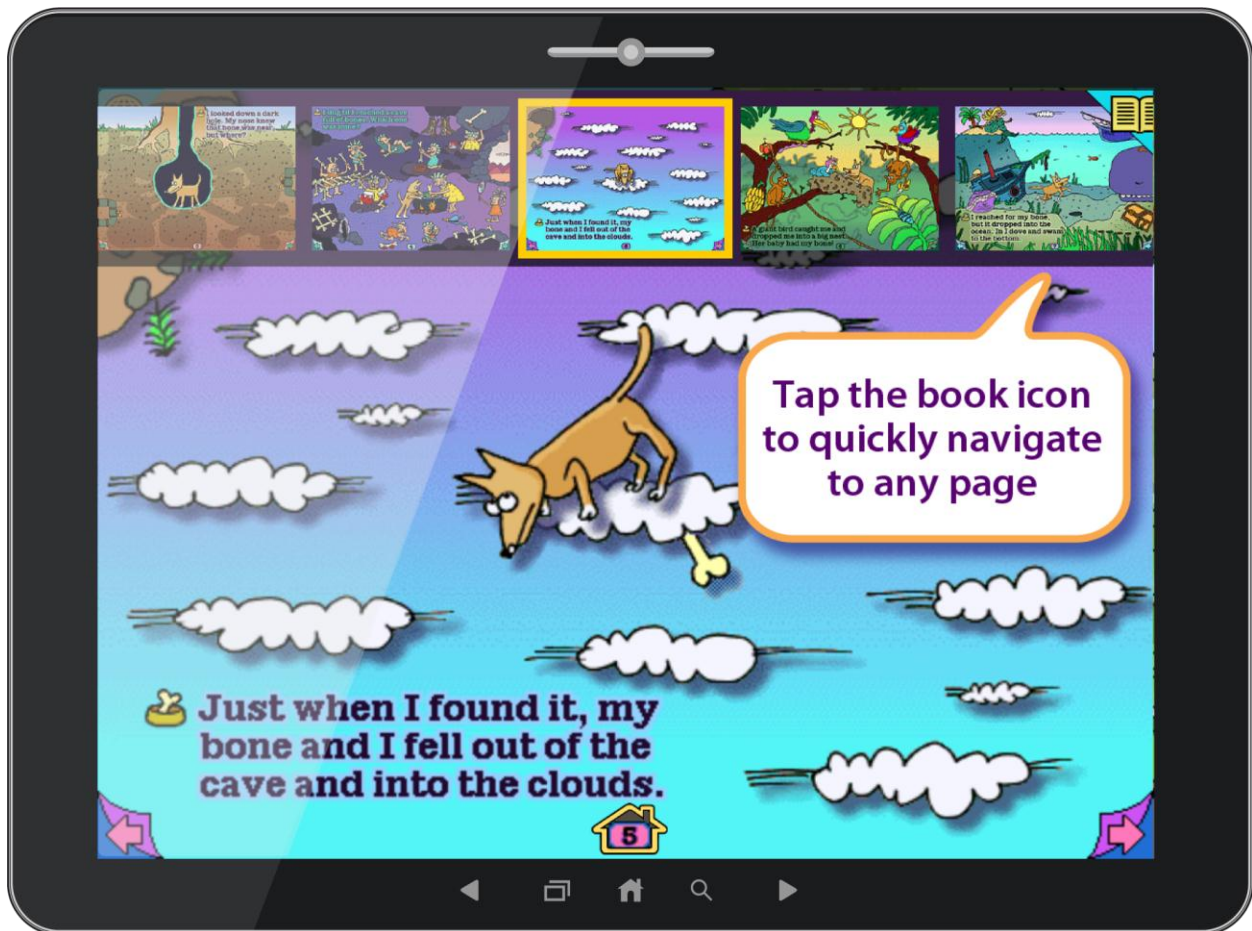
A hidden object on every page further encourages exploration. On every page of this storybook we have hidden Ruff's Bone. You can find it on page2; it's up in the tree.

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Author:

Ruff's Bone was written by Eli Noyes, whose work includes projects for Sesame Street, HBO, Scholastic, Nickelodeon, MTV, Pixar, Disney and Oxygen Media.

Storybook Images:





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