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Scientific American and Farrar, Straus and Giroux kick off new imprint with interactive iPad app

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Scientific American and Farrar, Straus and Giroux today announce their new interactive iPad app. *Journey to the Exoplanets* is available for $9.99 at the App Store on iPad or at www.itunes.com/appstore/. The first product in a new imprint from Farrar, Straus & Giroux and sister publisher *Scientific American*, the iPad app was developed by Brandwidth, an award-winning digital agency based in the UK.

Journey to the Exoplanets is a hands-on introduction to the distant planets that continue to be discovered outside our Solar System. This app features more than one hundred images by award-winning illustrator Ron Miller. It contains original text from *Scientific American* Art Contributor Ed Bell with essays and audio clips from *Scientific American* staff, planetary scientists and experts in the field including Caleb Scharf and Lawrence Krauss. The app comes with a foreword and **video** introduction from *Scientific American* Editor-in-Chief Mariette DiChristina.

"*Journey to the Exoplanets* provides science buffs, space art enthusiasts, backyard astronomers, and young adults with an extraordinarily rich experience," said Thomas LeBien, Publisher of the *Scientific American*/Farrar, Straus and Giroux imprint. "It allows users to build their own planet, perform basic astronomy experiments, and explore a timeline of discoveries."

"Our knowledge of what's beyond our own solar system is expanding every day," said *Scientific American* Editor in Chief Mariette DiChristina. "With *Journey to the Exoplanets*, you can take an interactive journey to visit new, fascinating worlds right on your iPad."

Links and More Information:

www.the-exoplanets.com
Follow @TheExoplanets on Twitter.
Mariette DiChristina Introduction Video
Zip folder with examples of Ron Miller's artwork (password: exo).

About *Scientific American* / Farrar, Straus and Giroux

Farrar, Straus and Giroux and *Scientific American* have come together to publish the most exciting authors presenting the most dynamic ideas in science today. The marriage of two internationally renowned, award-winning Macmillan publishers, the *Scientific American* / Farrar, Straus and Giroux imprint publishes annually a select number of general interest titles that extend *Scientific American*'s tradition of bringing the insights and developments in science and technology to the widest possible readership.

Founded in 1845, *Scientific American* is the longest continuously published magazine in the United States, and is the leading popular source and authority on science, technology, and innovation. With a worldwide print and digital audience of more than five million people, fourteen local language editions, and a major new blog network, *Scientific American* engages, educates and inspires current and future generations of science-interested citizens and public and private sector leaders.

Combining the editorial and marketing talents of both *Scientific American* and Farrar, Straus and Giroux, the imprint offers authors unique opportunities to present their ideas to the *Scientific American* readership, and gives readers a special opportunity to stay abreast of the most important scientific research and writing.

About Brandwidth

Brandwidth, the developer of Journey to the Exoplanets, is an award-winning digital agency based in the UK, with over 10 years experience developing creative interactive content for digital and mobile platforms. Their clients in digital publishing and beyond include Guinness World Records, Random House, Warner Music, Toyota, Lexus, BBC Worldwide, Scientific American, Ernst & Young and the Intercontinental Hotel Group amongst others.

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