



PRESS RELEASE

# THE COLLINS BIRD GUIDE APP

WINNER: BEST NON-FICTION DIGITAL BOOK

FutureBook Awards 2014



## Updated version 1.2 out 11 December 2014, £12.99

The best-selling *Collins Bird Guide*, by Lars Svensson, Killian Mullarney and Dan Zetterström, is universally recognised as the best European field guide available. This definitive guide has now been expertly reimagined to create the ultimate interactive guide for passionate birders and casual birdwatchers alike.

***The Collins Bird Guide App*** won Best Non-Fiction Digital Book at the FutureBook Awards 2014, and went straight into the Apple bestseller charts when it launched at the Birdfair this summer.

The app, for iPad and iPhone, provides everything needed to identify a species quickly and learn about it thoroughly. The latest search functions and browsing technology allow quick and easy discovery and clarification. The app combines world-class illustrations, comprehensive information about all the species encountered in Britain and Europe, videos plus more than 700 songs and calls, many recorded by Lars Svensson himself, for the most complete, hands-on field guide.

***The Collins Bird Guide App*** was developed by William Collins with Touchpress, the team behind Disney Animated, named by Apple as iPad App of the Year 2013.

### Unique features

- Innovative layout of confusing species – the only bird guide app that allows you to quickly view similar species based on expertly curated lists.

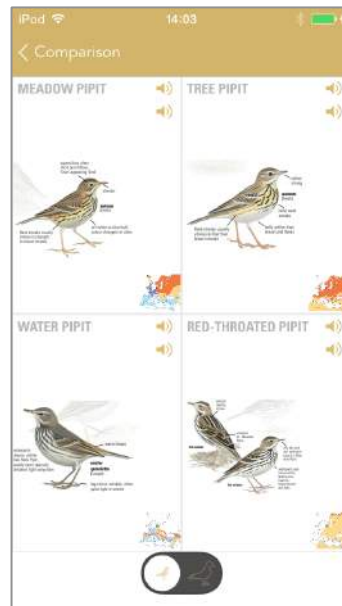
- Powerful filtering and localisation tool – search by the user’s location, the time of year and species’ attributes.
- Unique and intuitive browsing navigation to quickly and easily swipe through family, species and plumages.
- Incorporates British Trust for Ornithology/BirdWatch Ireland/Scottish Ornithologists' Club Bird Atlas 2007–11 mapping data, providing the most comprehensive location mapping of any bird guide app.
- **New to version 1.2** Video Library extended to include footage of all 794 species in the app, thanks to the new edition of Video Library Volume 3, Rare and Vagrant Species (In-App Purchase)
- **New to version 1.2** email personal lists and sync lists between devices via iCloud

### Other key features include

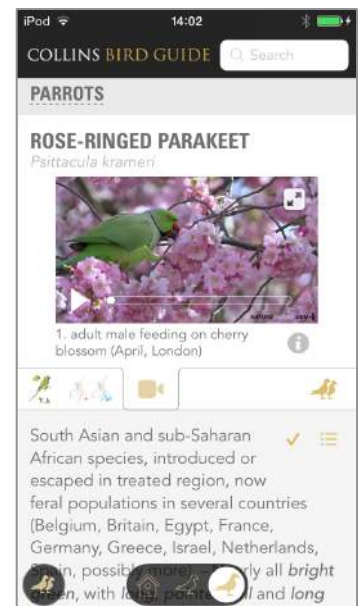
- Every European species covered: over 700 species
- 3500+ beautiful illustrations by Killian Mullarney and Dan Zetterström
- Over 750 carefully selected songs and calls, many recorded by Lars Svensson
- Intuitive design to quickly and easily swipe through family, species and plumages
- 60 expertly edited video clips of regularly seen species included
- **New to version 1.2** French and German added. The app is now available in 5 languages
- **New to version 1.2** improved text search



*iPad home screen*



*iPhone comparison screen*



*Video on iPhone*

**\*ENDS\***

## **NOTES TO EDITORS**

### **About *Collins Bird Guide***

First published in 1999 and now in its second edition (2010), *Collins Bird Guide* is the ultimate reference book for bird enthusiasts in Britain and Europe. It provides all the information needed to identify any species at any time of the year, covering size, habitat, range, identification and voice. Accompanying every species entry is a distribution map and illustrations showing the species in all major plumages (male, female, immature, in flight, feeding etc.). This definitive and highly respected text is included in full in the ***Collins Bird Guide App***.

### **About the authors**

**Lars Svensson** is Europe's leading field ornithologist. **Killian Mullarney** is one of the world's finest bird illustrators, and winner of numerous awards. **Dan Zetterström** is regarded as one of the best bird artists in the world.

### **About Touchpress**

**Touchpress** crafts premium quality, beautiful apps that explore important and interesting subjects in new ways. The London-based company aims to push the creative and technological boundaries of mobile devices to inspire and delight audiences. **Touchpress'** apps have been downloaded almost seven million times and have won numerous awards including Apple's Best iPad App of 2013. To date, fifteen of the company's titles have been selected by Apple as Editor's Choice or App of the Week on App Stores worldwide.

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**For more information about the app and to request further screenshots/promo code, contact:**

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