

The Interactive Picture Book for iPhone/iPad Returned!

"Good Night, Little Piyo" has been Released!

Phyzios, Inc. (Head Office: Bunkyo-ku, Tokyo; President: Kentaro Suto; hereinafter, "Phyzios") will release "Little Piyo's Good Night" an iPhone/iPad application jointly developed with Gakken Education Publishing Co., Ltd. (Shinagawa, Tokyo; President: Haruki Suma), on November 25, 2011.

■ What is "Good Night, Little Piyo" for iPhone/iPad?

"Good Night, Little Piyo" is an interactive picture book application that adapts the Gakken's million-seller "Little Piyo" picture book series for iPhone/iPad, which has sold a total of 2 million books. This is the second app of the series, following the first "Little Piyo's Friend", which has hit the No.1 on both Top Paid and Top Grossing in the education category of App Store for iPad in Japan.

The mechanics of the picture book use physics simulation technology researched and developed at The University of Tokyo to convey a dynamic world in a pop-up book for children and their parents. You can enjoy the realistic movement such as the water drop and the wagging tail of the animal. More than that, in this new app, a lot of more dramatic effects and movements have been added so now you can tap to change the brightness of the moonlight and see sleeping animals slightly swaying back and forth. Enjoy touching a new era of the picture book with your children!

▼ Special website with promotional video

WEB : <http://www.gakken-ehon-apps.jp/little-piyo/eng/index.html>

Facebook : <http://www.facebook.com/littlepiyo/>

iTunes Store : <http://itunes.apple.com/us/app/id480881815?mt=8>



■ Overview of "Good Night, Little Piyo"

Title: "Good Night, Little Piyo"

Data supplier: Phyzios, Inc.

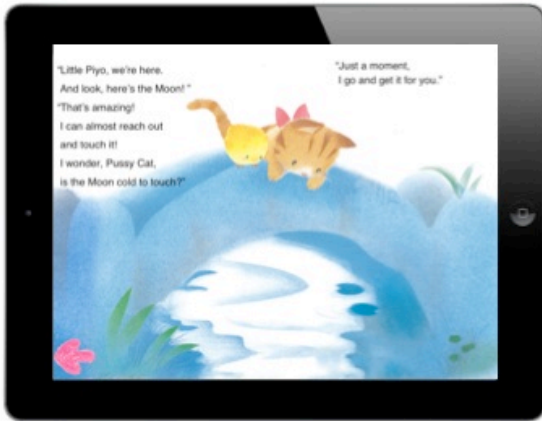
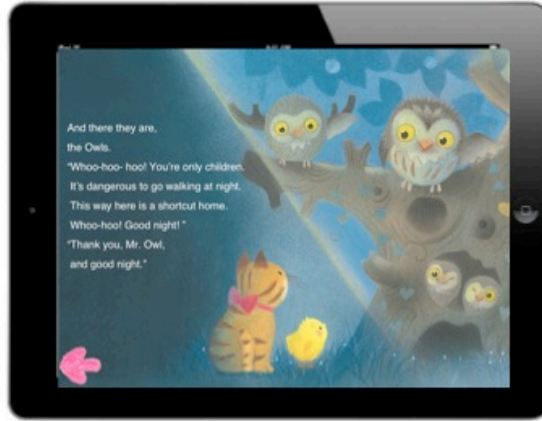
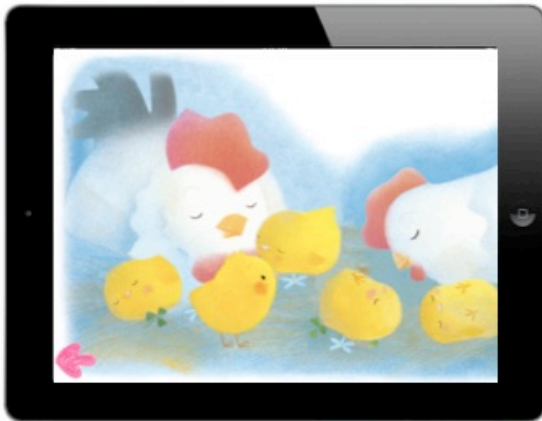
Release date: November 25, 2011

Supported devices: iPhone (excluding 3G), iPod touch (third generation or later),

Supported iOS: iPad iOS 4.0 or later

Price: US \$8.99

PHYZIOS



■ Gakken's Million-seller "Little Piyo" Picture Book Series

The series has sold a total of 2 million books, as first books for ages 0 to 2, to picture books suitable for the lower elementary school grades. There are multiple lines of books to match a child's growth, including touchable picture books and pop-up picture books in which kids can touch the fluffy and cute Little Piyo and other animals or see Little Piyo and friends pop up, as well as story-oriented picture books that illustrate adventures and interactions with Little Piyo's friends and family.

■ Profile of the Author, Satoshi Iriyama

Satoshi Iriyama was born in Tokyo. After time spent in character design and as a greeting card designer, he set out as a freelance designer. His representative works include the "Little Piyo" series (published by Gakken), Midori no Kuma to Akai Kuma (published by JIVE Ltd.), and direct-sales nursery picture books.

■ Inquiries

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■ About us

Phyzios provides new types of entertainment, creation, and communication opportunities using the particle-based physics simulation technology developed originally by The University of Tokyo for industrial use.

Phyzios has released several iPhone/iPad applications, including "Aqua Forest" (ranked No.1 in both the US and Japan, jointly developed with Hudson Soft Co. Ltd.), "UKIYOE-Woodcut-" (ranked No.1 in Japan), "Marbling" (ranked No.2 in Japan), "PHYZIOS Studio" (ranked No.9 in Japan), and "PHYZIOS Sculptor" (ranked No.1 in Italy and No.2 in Japan). For more information, please visit our website at <http://www.phyzios.com/eng/index.html>