

INSIDE the WORLD of  
**DINOSAURS**<sup>TM</sup>  
Narrated by  
**Stephen Fry**

[www.insidetheworldofdinosaurs.com](http://www.insidetheworldofdinosaurs.com)

# Press Release

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## Forward

For centuries dinosaurs have fascinated generations of mankind. In the last couple of centuries palaeontologists have unravelled the mysteries of many species and have allowed us to gain an insight in to these marvellous prehistoric creatures that once roamed our planet many millions of years ago. My name is Stephen Fry and allow me to accompany you as we delve Inside the World of Dinosaurs™

Stephen Fry, Narrator  
Inside the World of Dinosaurs™ - The iPad app

## Editorial

When I started M5859 Studios in 2011, the team wanted to create world-class apps that combined cinematic graphics with the most compelling content - apps that defy our imagination; that take us on magical journeys through science and history.

Ever since I was a child I've been fascinated, like most children, by dinosaurs in movies and books. Due to the mystery behind them no other animal has quite captured everyone's imagination like dinosaurs. And so began the genesis of Inside the World of Dinosaurs™.

Using the best available technology, digital artists, world-leading palaeontologists and magical narration by Stephen Fry, our team at M5859 Studios have crafted a fascinating journey through which every child, student and family can truly immerse themselves, in the wonderful world of dinosaurs!

Matthew Snowden  
Producer

INSIDE the WORLD of  
**DINOSAURS**

Press Release

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4 - 27



## M5859 Studios launches iPad App, Inside the World of Dinosaurs™

### **An original app hand-made, from concept to completion**

Inside the World of Dinosaurs™ is the first unique and comprehensive interactive digital dinosaur encyclopedia. The app contains 60 moving, breathing and roaring dinosaurs – all recreated using cinematic-quality 3D models, animations and sound effects. Also included are all-new and original fight scene animations; 40 fully rotatable scenes of dinosaurs engaged in mid-fight and over 200 pages of original text all narrated magically by Stephen Fry ('QI', 'Black Adder').

Inside the World of Dinosaurs™ is one of the most exciting and content-rich apps in the world of interactive publishing to be released in 2012.

INSIDE the WORLD of  
**DINOSAURS**

Press Release

[www.insidetheworldofdinosaurs.com](http://www.insidetheworldofdinosaurs.com)

6 - 27



## Rich unique content

Inside the World of Dinosaurs™ provides a comprehensive interactive library of over 60 dinosaurs and 200 pages of 3D modeling all in one single download. Each page has been meticulously detailed from expert paleontologists and world-class animators and modelers, to create an unparalleled experience not seen on any mobile device or encyclopedia. The app allows users to explore the history of dinosaurs from Cretaceous to Triassic periods, and along the way learn about the food they ate; the eggs they laid, as well as the historical discoveries and the dinosaur hunters who made them. All things dinosaurs!

- 310 Fully interactive 3D models in total
- 60 Expertly modeled, photo-realistic dinosaurs
- 40 Fully interactive 3D dinosaurs scenes
- 200 Pages worth of well-researched original text
- 5 Hours of magical narration by Stephen Fry
- 84 Videos and historical pictures
- 60 Original dinosaur sounds
- 5 Interactive 3D walking dinosaurs
- 15 Pages of famous dinosaur hunters
- 22 Pages of thoroughly researched articles

With more than 310 splendid virtual models and the volume of stories and articles written by author Alicia Barnes and narrated by English actor Stephen Fry, Inside the World of Dinosaurs™ is a truly unique experience for iPad users.



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**DINOSAURS**



## World-class cinematic graphics

From the very beginning, we strived to create unparalleled stunning imagery of dinosaurs never-seen-before. Armed with the most advanced visual and animation tools available, our artists hand-crafted dinosaurs that are both realistic, exciting, daring and scientifically accurate.

From the exotic colours on the skin of Cryolophosaurus, the textures on each plate of the Stegosaurus, to the delicate feathers of the Deinonychus, every detail was thoroughly considered based on fossil records and consultation with experts.

Principal palaeontologist consultant on the project, Espen Knutsen from the Natural History Museum in Oslo, recalled; “We all sat down and asked ourselves, what if we could re-create these epic battle scenes between dinosaurs in 3D? Let’s push the boundaries. Let’s utilise all the features of iPad and create the most exciting and comprehensive digital dinosaur reference that schools and adults world-wide would be educated and thrilled by.”

The 3D modeling and animation team led by Damien Schneider worked for over 12 months to create 60 fully-animated dinosaurs and over 40 previously unseen fight sequences filled with action and excitement! Based on actual fossil data discovered in 1971 in the Gobi Desert, the team recreated the world’s first 3D reproduction of the famous fossil of a Velociraptor and a Protoceratops locked in an eternal fight-to-the-death struggle.

INSIDE the WORLD of  
**DINOSAURS**

Press Release

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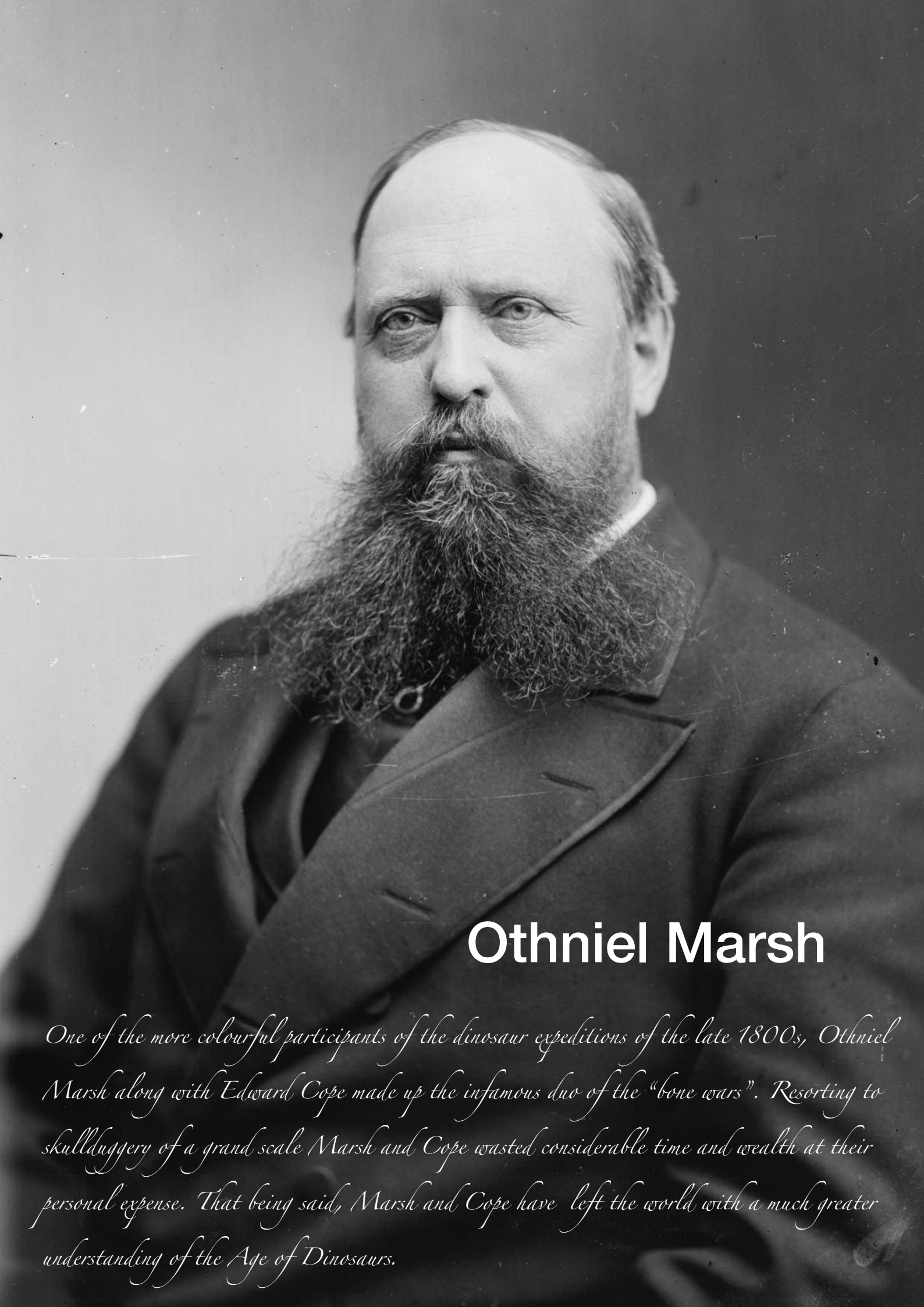
10 - 27

# Available on the App Store



**\$14.95**

All 60 dinosaurs and content  
included in one single download



## Othniel Marsh

*One of the more colourful participants of the dinosaur expeditions of the late 1800s, Othniel Marsh along with Edward Cope made up the infamous duo of the "bone wars". Resorting to skullduggery of a grand scale Marsh and Cope wasted considerable time and wealth at their personal expense. That being said, Marsh and Cope have left the world with a much greater understanding of the Age of Dinosaurs.*

## Creating Prehistoric Earth

### **Inside the World of Dinosaurs - the iPad App, narrated by Stephen Fry. Creating prehistoric Earth like you've never seen it before!**

The creation of the Inside the World of Dinosaurs™ app narrated by Stephen Fry, has been a collaboration of science, literary expertise and cutting-edge 3D modeling technology.

"Paleontologist consultant Espen Knutsen, of the Natural History Museum in Oslo, together with the experience of the 3D modeling and animation team from M5859 Studios created an app that faithfully brings to life the Triassic, Jurassic and Cretaceous periods. Users of the iPad app can view pre-historic Earth in full 360 degrees to see how it looked during each period.

The 3D modeling team spared no expense when it came to recreating detailed 3D models of dinosaur heads, prehistoric fish, plants, trees and insects. The result is an unparalleled interactive experience of prehistoric life, never seen before on a mobile device.

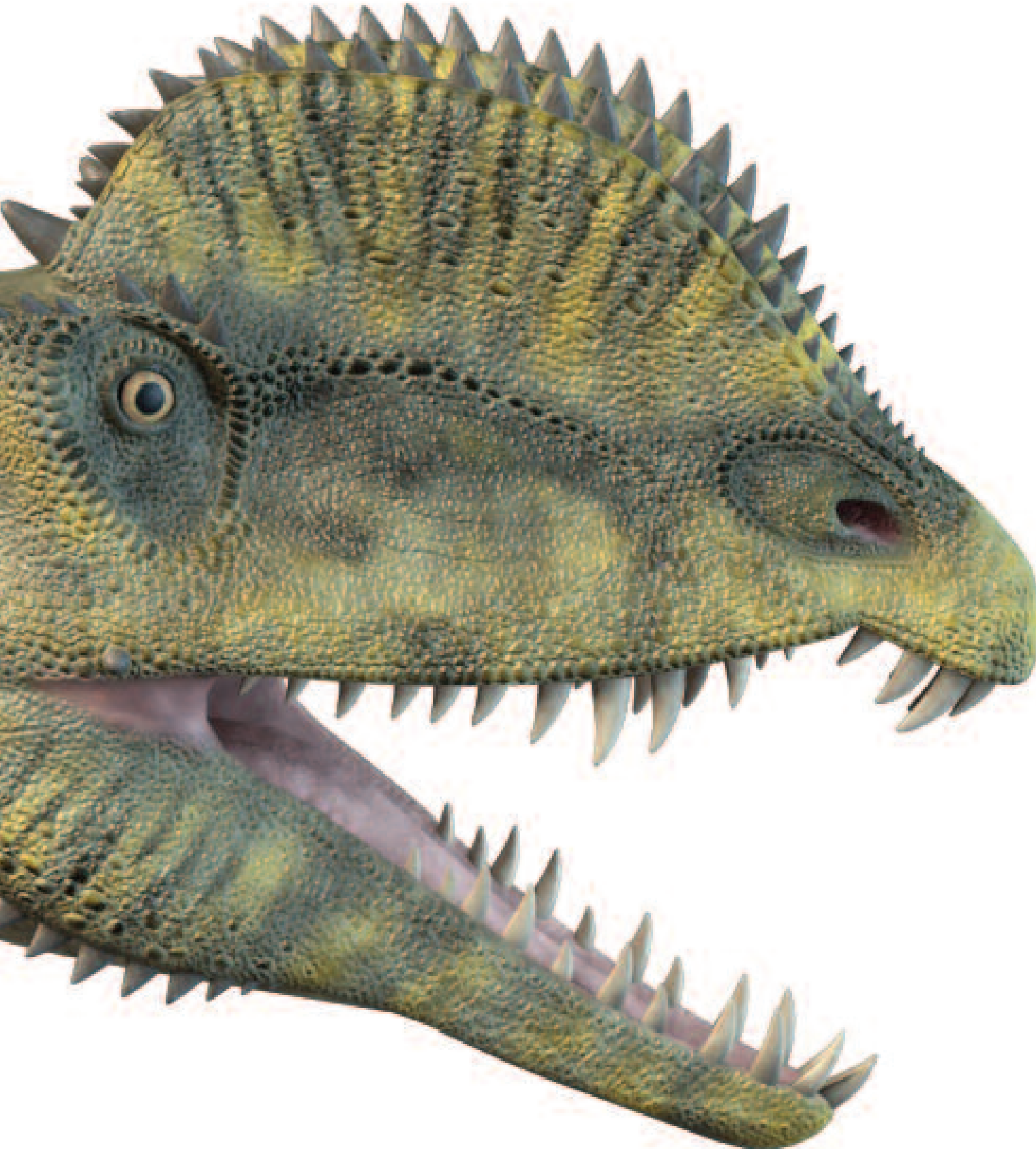
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**DINOSAURS**

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Press Release

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13 - 27



## Interactivity

At M5859 Studios, we worked hard to create an app that is truly interactive and engaging, that takes the dinosaur learning and entertainment experience to a whole new paradigm.

The art team painstakingly recreated everything in all 360 degrees. With a simple flick or drag of the finger, every dinosaur and object can be freely examined from any angle. With a simple double-tap or pinch, each dinosaur and object can fill the screen so that every scale, teeth, leaf or prehistoric encounter can be closely examined in detail. For the first time ever, see the pivotal moment when a Deinonychus leaps, in mid-flight, to make the final blow on a Tenontosaurus, from all 360 degrees!

When designing the interface the goal was simplicity and engaging visuals. Graphic designer, Justin Seau, explains, “the amount of content we had in this app is staggering, so categorising it all was extremely important, but at the same time had to be accessible to users of all ages.” The solution was to create visually strong “galleries” for each dinosaur, dinosaur hunter and article. “With each dinosaur in the gallery, I treated each panel as if it were a movie poster and gave each one a sense of personality. With the dinosaur hunters it was a kind of “hall-of-fame” gallery, where I paid attention to make sure the picture frames were from the era of the dinosaur hunter.”

The other solution was to build a comprehensive timeline that enables users to navigate through the various dinosaur periods and easily select relevant dinosaurs. Users can also select dinosaurs through a index menu, which lists every dinosaur.

INSIDE the WORLD of  
**DINOSAURS**

Press Release

[www.insidetheworldofdinosaurs.com](http://www.insidetheworldofdinosaurs.com)

15 - 27



## Original sound

### **Making a noise in the App world: how 2 sound designers recreated the sounds of the Jurassic landscape for the new Inside the World of Dinosaurs iPad App.**

Millions of years have passed since the last trumpet of a *Velafrons*, but when sound designers, Nayomi Pattuwage and Dave Williams joined the team of M5859 Studios, it was evident that they were going to have to bring this dinosaur and many others back to life.

Nayomi explained; “We basically had a blank canvass to work from and after we consulted with the palaeontologist consultant Espen Knutsen from the Natural History Museum in Oslo, we realised that no-one really knew how dinosaurs sounded.” Within the app, users can view 60 fully-animated dinosaurs brought to life with original sounds they may have been capable of; providing a real insight into the prehistoric landscape.

The team researched a swathe of material from experts leading them to the most amazing discoveries. One such find was presented by Espen Knutsen, that the *Velafrons* had extensive nasal passages that just may have served as a musical instrument for attracting mates. In fact, the *Velafrons* may have been singing love songs millions of years ago.

With the evident complexities of dinosaur communications in mind, the sound designers, under instructions from producer Matthew Snowden, created a series of unique sounds and noises for each of the 60 dinosaurs, based on scientific research.





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**DINOSAURS**

## Cinematic fight animations

### **Recreating a Liopleurodon and a flying Dorygathus**

When Peter Chrysostomou and James Blaskett, animators on Inside the World of Dinosaurs™ under the guidance of Damien Schneider, began the ultimate quest to create a fight scene between a Liopleurodon and a flying Dorygnathus they had one task: it had to look real from every angle.

The 3D modeling and animation team ensured the 3D models and water simulation testing provided the ultimate in cinematic experience. As Peter explained: “We had plenty of research to go on and after we consulted the lead palaeontologist consultant, Espen Knutsen of the Natural History Museum in Oslo, we realised what was possible, that the Liopleurodon could have jumped out of the ocean and taken a flying Dorygnathus in one massive bite!”

The result, was a large 3D virtual reconstitution of these two prehistoric beasts, the Liopleurodon jumping out of the ocean and snatching the Dorygnathus out of the air. Users can view the whole 3D scene in the app from any angle simply by swiping their finger.



## Movement and motion

The 3D modelling and animation team not only created a stunning array of exciting realistic-looking dinosaurs, but ones that also moved in a realistic and life-like manner. Every detail was considered based on scientific fossil evidence.

Using the most advanced animation software tools, each and every dinosaur was rigged with a complex skeletal and muscle system that takes into account body mass. From each lumbering step the Pentaceratops takes, to every terrifying stride of the Velociraptor, the result is a collection some of the most convincing dinosaurs in motion.

Damien Schneider, lead animator on the app, created a fight animation of a large Spinosaurus catching a Suchomimus off-guard before throwing it in the air using its its large terrifying jaws. He paid special attention to the weight, body mass and muscle groups of the Spinosaurus when animating its body movement and its interaction with the Suchomimus, making sure it reflected its strength and power.



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## The first 60 Dinosaur models

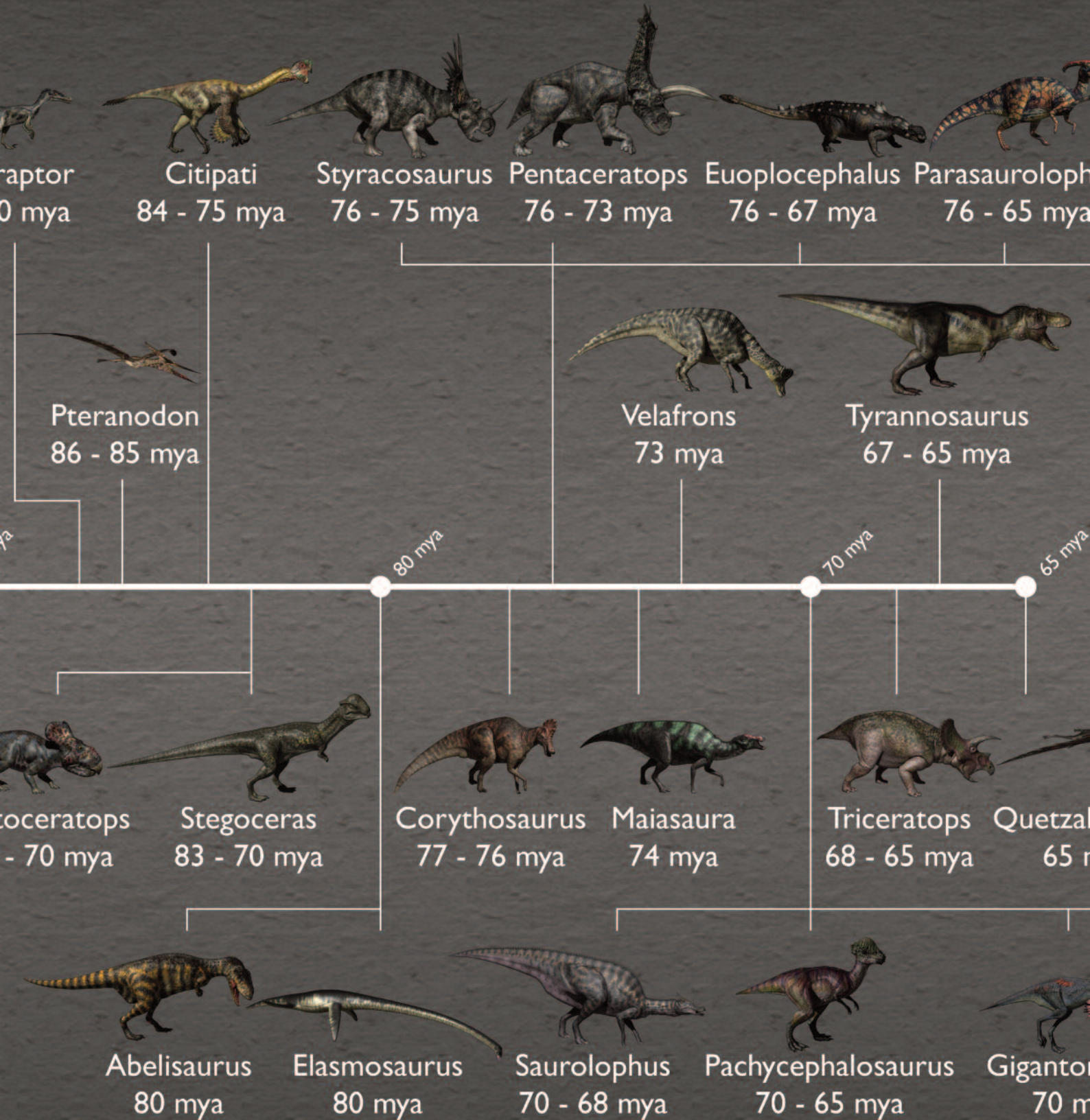
Abelisaurus	Monolophosaurus
Allosaurus	Ouranosaurus
Apatosaurus	Pachycephalosaurus
Archaeopteryx	Parasaurolophus
Argentinosaurus	Parasuchus
Brachiosaurus	Pentaceratops
Camarasaurus	Plateosaurus
Carnotaurus	Plesiosaurus
Ceratosaurus	Polacanthus
Citipati	Protoceratops
Coelophysis	Psittacosaurus
Compsognathus	Pteranodon
Corythosaurus	Pterodactylus
Cryolophosaurus	Quetzalcoatlus
Deinonychus	Saurolophus
Dicraeosaurus	Sauroposeidon
Dilophosaurus	Spinosaurus
Diplodocus	Stegoceras
Dorygnathus	Stegosaurus
Elasmosaurus	Styracosaurus
Euoplocephalus	Suchomimus
Gallimimus	Tarbosaurus
Giganotosaurus	Tenontosaurus
Gigantoraptor	Therizinosaurus
Herrerasaurus	Triceratops
Kentrosaurus	Tyrannosaurus
Lesothosaurus	Utahraptor
Liopleurodon	Velafrons
Maiasaura	Velociraptor
Microraptor	Zuniceratops

INSIDE the WORLD of  
**DINOSAURS**

Press Release

[www.insidetheworldofdinosaurs.com](http://www.insidetheworldofdinosaurs.com)

23 - 27



## **Inside the World of Dinosaurs™: written by Australian based author Alicia Barnes and narrated by Stephen Fry**

Roaring back to life from the Jurassic; jaw-dropping 3D animations have been met with the experienced penmanship of Australian author Alicia Barnes. A witty combination of intelligence, injected with humour has attracted renowned English actor, Stephen Fry to narrate Alicia's work.

Alicia comments; "Working with Stephen Fry during the recording sessions has been both privilege and pleasure. Just witnessing the literary aspect of the project brought to life through Stephen's breadth of experience and expertise has been inspiring."

Heralding a new age of documentary, the highly interactive app is pioneering new methods to engage the next generation of dinosaur enthusiasts. Producer of M5859 Studios Matthew Snowden, knew the stories and articles accompanying the graphically spectacular animations had to impress. He comments; "And this is what we achieved through the collaborative efforts of Alicia Barnes and Stephen Fry."



## About M5859 Studios, producer of Inside the World of Dinosaurs™

M5859 Studio's goal is to develop and produce unique and original digital experiences for the mobile iOS and Android platforms.

### M5859 Studios

M5859 Studios was founded by Matthew Snowden, around the concept that the future of interactive publishing lies in developing the most unique and compelling content with cinematic themes and experience. With a strong background in visual effects, filmmaking and design, Matthew has built a solid team of world-class artisans in design, animation, UI design, modeling, programmers and special effects to launch a range of compelling and world-class apps in 2012.

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## About M5859 Studios & The Black Press Group

The Black Press Group is a publishing media company specialising in developing education, science and history books into exciting new platforms. A recent partnership deal with M5859 Studios will allow the mobile app developer to develop many new titles into interactive 3D books for the iOS and Android mobile platforms.

### **THE BLACK PRESS GROUP**

The Black Press Group is dedicated to working with new electronic forms of media for education and entertainment, and always looking for ways to leverage the existing titles into new 3D formats for the iOS and Android markets. The year 2012 will become a milestone in the way reference books are being developed and viewed on mobile tablets and iPads. Not since the first printing revolution, has there been such an opportunity and excitement to revisit the way users view and read information. The Black Press Group intends to be on the brink of this new wave of world-class interactive books as the education and entertainment has fundamentally changed.

## Credits

Producer: Matthew Snowden  
Narrator: Stephen Fry  
Writer / Editor: Alicia Winters  
Lead Paleontologist Consultant: Espen M. Knutsen  
Natural History Museum in Oslo.  
2nd Paleontologist Consultant: Damien Schneider  
Prehistoric Dinosaur Plant Consultant: Dr. Chris Mays,  
Palaeobotanist/Geologist Monash University

### **Programming & UI Teams:**

Lead Programmer: Boon Yee Yuen  
UI & Graphic Designer: Justin Seau  
iOS Programming Consultant: Chris Miles

### **3D Animation & Modeling Team:**

Lead Animator: Damien Schneider  
Modelers & Animators: Leeroy Gysi, Peter Chrysostomou,  
Gerrard Wills, James Blaskett  
2D Animator & Bulk Image Converter: Vincent Malory  
Assistant Coder: Leeroy Gysi

### **Sound Teams:**

Principal Sound Effects Editors: Nayomi Pattuwage  
and Dave Williams.  
Additional Sound FX: Darren Hulcombe & Bratislav Zivanovic -  
Honeycombe Productions.  
Stephen Fry Voice Over recorded at Park Road Post  
(New Zealand) & The Jungle Group (London)

### **Technology & Strategy Advisor:**

Dr. Rajesh Vasa, Swinburne University of Technology

### **Project Marketing Consultant:**

Margarita Lorenzo

### **Legal:**

IT Manager & Assets Media: Soniue Jackson  
Legal IP & Contracts Consultant: Rajneeta Maharaj  
Additional Legal Clearances: EasternBridge Law

### **Contributors:**

Patricia Vickers-Rich, Andrew Sampson,  
India Sinclair, Louise Donald, Jennifer Marshall

**Special Thanks:** The "Inside of the World of Dinosaurs - the App" wouldn't be possible without the special team, of 30 people together, over 12 months. A very special thanks to the team at M5859 Studios, 58 Post Group and The Black Press Group, and the many editors, writers, research and paleontologist consultants, whom provided their invaluable time, dedication and support. Thanks to: Stephen Fry, Damien Schnedier, Justin Seau, Boon Yee Yeun, Alicia Winters, Peter Chrysostomou and Espen M Knutsen for their invaluable work and creative support. Special thanks for Nayomi Pattuwage and Dave Williams for their original sounds recordings. Also thanks to: Michael Wanda

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