

## Fourth Story from Best Selling Children's Picture Book Series Hits the App Market

Bastei Entertainment Brings "Laura's Journey to the Stars" to iOS and Android



**Cologne, Germany (May 6, 2014)** – Bastei Entertainment brings a new story from Klaus Baumgart's bestselling "Laura's Star" picture book series to the mobile market with the interactive children's storybook app, *Laura's Journey to the Stars*, now available for iOS and Android devices.

Recommended for children age's two to five, *Laura's Journey to the Stars* tells the story of Laura and her little brother Tommy as they blast off into a world of imagination in search of a star! This sweet story of love and friendships is brought to life with easy-to-follow narration (available in English, Mandarin and German), interactive animations, fun sound effects, and casual mini games including 'Match the Sock' and 'Whack an Alien.'

With over 7.5 million books in the "Laura's Star" series sold worldwide, *Laura's Journey to the Stars* is the fourth book in the "Laura's Star" series to enter the app market.

"We developed the idea for the *Laura's Journey to the Stars* app in collaboration with the author and illustrator Klaus Baumgart," says Sabrina Glodde, project manager for Bastei Entertainment. "We realized if we wanted the story to reach a larger audience, we needed to use all media channels to do so. The development team was inspired by movies, television and games. And of course, by watching their own children play with apps and seeing what features they enjoyed most."

### Features of *Laura's Journey to the Stars* includes:

- Beautifully drawn illustrations by the popular children's book illustrator Klaus Baumgart
- More than 80 animated scenes, clever sound effects, and engaging mini games
- Captivating narration by native speakers in three languages: English, German, and Mandarin Chinese
- Intuitive, child-friendly controls
- Social media sharing, volume and language controls, and library panel accessible via the title page's teddy bear
- No in-app purchases

*Laura's Journey to the Stars* is available now for \$2.99 in the [iTunes App Store](#), [Google Play Store](#), [Samsung App Market](#), and [Amazon Appstore](#).

For additional information on *Laura's Journey to the Stars*, including the press kit and screen shots visit:

<https://www.dropbox.com/sh/7l8ruq1xbei158u/ZD32VTYdFj>

### About Bastei Entertainment:

Founded in 1953 and based in Cologne, Bastei Lübbe is one of Germany's leading trade publishers. Home of bestselling authors David Baldacci, Dan Brown, Jeff Kinney, Ken Follett, Lesley Pearse and many more; it publishes more than 700 titles a year. In June 2010, Bastei Lübbe started its own digital department: Bastei Entertainment with the aim of encouraging new innovative product development and the creation of a global digital entertainment experience which covers everything from eBooks to apps and digitally enhanced products. With an in-house development team, unique multimedia content is continuously created with recent examples including Cotton FBI, which reinvents the hugely popular Jerry Cotton novels, first published in 1954, with over one billion copies sold in Germany alone.

<http://www.luebbe.de/>

### Contact:

Christine Rivas

Agency for Bastei Entertainment

[christine@appency.com](mailto:christine@appency.com)

562-412-9260