

**Trajectory, Inc. and People's Education Press Ltd.  
partner to bring Chinese children's stories to  
readers worldwide**

**Trajectory 公司和人民教育出版社有限公司携手合作，  
将中国儿童读物介绍给  
世界各地的小读者**

BOLOGNA, ITALY—March 25, 2013— Trajectory, Inc. today announced at the Bologna Children's Book Fair, a new partnership with The People's Education Press Ltd. (PEP) that brings the company's award winning Close to the Great Society Series into Trajectory's worldwide eBook and app channels.

意大利博洛尼亚——2013年3月25日——美国 Trajectory 公司今天在博洛尼亚儿童书展上宣布与中国人民教育出版社有限公司（PEP）建立新的合作伙伴关系，将该社的获奖作品《亲亲大社会》系列丛书通过 Trajectory 全球电子书和 app 销售渠道发行。

This set of seven eBooks depicts a colorful fairytale world that is home to various kinds of young animals. Some of the characters are clumsy and some are simple and honest. Others are smart and some quite naughty. All together, they are a group of nice and naive kids experiencing life in their own way of growing up. Within the seven eBooks are nineteen interesting and instructive fairy tales. The illustrations are moving and poetic with a wonderful artistic appeal. Lv Lina who is known in China for stories themed with a focus on children's development is the highly respected author.

这套书共七本，描绘了一个色彩斑斓的童话世界，其中的小动物有的笨手笨脚，有的憨厚老实，有的冰雪聪颖，有的顽皮淘气。他们是一群天真可爱的孩子，一起经历成长，感受生活。在这七本电子书中有 19 个有趣又有意义的童话故事。插图充满诗意，动人心扉，具有艺术感染力。作者吕丽娜的作品以培养孩子成长为主题，深受好评。

Published for the first time digitally, Close to the Great Society Book Series incorporates Lina's intellectual and passionate style. Her fairy tales shine a light on poetic wisdom, human nature, and gentle limpid purity. The illustrations are by Sun Yiwei and Yuan Ruifang. Their fresh and interesting forms of expression provide vivid pictures full of images that hold a child's interest and convey elements of the rich contemporary Chinese culture.

这套首次以数字形式出版的《亲亲大社会》系列丛书融汇了作者才智与激情。她的童话故事闪耀着诗意的智慧，人性的光辉，以及似水的淳朴。插图由孙以伟和原锐芳共同完成。他们赋予每个形象新奇有趣的表情，图画栩栩如生，充满遐想；在吸引孩子兴趣的同时，也展现了丰富的中国现代文化。

Features and applications of the eBook include:

- Brilliant original contemporary Chinese art illustrations.
- English, French, Spanish, Simplified Chinese and Traditional Chinese versions will be produced.

电子书的特点及其应用包括：

- 体现现代中国艺术的插图
- 英文版、法文版、西班牙文、简体中文和繁体中文版将会投入制作

“Being a leading children’s text book publisher in China, we also offer a large variety of story and activity books to young readers in China. We are pleased to have this opportunity working with Trajectory to introduce our award-winning books to the children around the world in ebook format. ” said Mr. Yin Zhongmin, President of PEP, “The world is flat. We look forward to sharing and exchanging quality books and diverse culture among the young readers worldwide.”

人民教育出版社有限公司社长殷忠民先生说：“作为中国领先的儿童教材出版社,我们也为广大儿童读者提供丰富的故事和游戏图书。我们很高兴能有机会和美国 Trajectory 公司合作，将我们的获奖儿童作品以电子书的形式介绍给世界各地的小读者们。世界的差距正日益缩小，我们期待着全世界的孩子们能共同分享和交流优质的图书和多元的文化。”

Jim Bryant, Trajectory CEO said, “Through our partnership with PEP, children from all over the world will become engaged and inspired with these wonderful original Chinese contemporary children’s books. Our hope is that this becomes a bridge leading to an even better understanding and friendship between the people of China and young readers around the world.”

Trajectory 公司的首席执行官 Jim Bryant 先生说：“通过我们与人教社的合作，世界各国的孩子会阅读这些精彩的中国现代儿童图书并受到启发。我们希望建立起一个让中国与世界各地小读者增进了解并建立友谊的桥梁。”

#### About PEP

The People's Education Press is a press under the direct leadership of the Ministry of Education of the People's Republic of China. It mainly engages in research, writing, compilation, publication, distribution, and import and export of school textbooks and other educational books. PEP was established on December 1st, 1950. The Chinese name of PEP was inscribed by Chairman Mao Zedong. In 2012, The People's Education Press changed its name into The People's Education Ltd. After more than 60 years of development, PEP has become the publication standard for primary and secondary school textbooks in China. PEP has over the years become a leader in the fields of scientific research, human resources, and marketing. It has witnessed developments in Chinese primary and secondary school education and has helped maintain its position as an educational publishing leader by implementing primary and secondary school education reform in China. PEP has grown to be an international publishing house well known throughout the world.

#### 人民教育出版社有限公司简介

人民教育出版社有限公司是一家直属于中华人民共和国教育部的出版社,主要从事基础教育教材和其他各类教材及教育图书研究、编写、编辑、出版、发行及进出口业务。人民教育出版社成立于 1950 年 12 月 1 日,毛泽东主席题写社名。2012 年人民教育出版社更名为人民教育出版社有限公司。经过 60 多年的发展,人民教育出版社有限公司已成为中国中小学教材和教育图书建设的主要基地,近年来,人民教育出版社有限公司在科技研发、人力资源管理以及市场营销领域处于领先地位。人民教育出版社有限公司见证了中国中小

学教育的发展，坚持贯彻执行中国中小学教育改革，在教育出版领域始终处于领先地位，人民教育出版社有限公司已发展成为一家国际出版社。

#### About Trajectory, Inc.

Trajectory is a Cambridge, MA based technology and marketing oriented publishing and distribution services company that collaborates with leading authors, artists, and traditional publishers. The company has created a global multi-channel supply chain for eBooks and is now engaged in assisting other publishers in reaching new markets with new levels of efficiency. Trajectory has established relations with every leading eBook retailer around the world including Amazon, Apple, Barnes and Noble, Bokus, Chapters Indigo, Google play, Kalahari, Kobo Books, Tesco Books, Whitcoulls, W.H. Smith and hundreds more. Trajectory titles may be viewed on; Apple iPad, iPhone, iTouch; Samsung Galaxy Note, Samsung Galaxy Tab, Samsung Galaxy S4, Sony Xperia Tablet, Sony eReader, Microsoft Surface, Kobo Vox, Kobo Arc, Kobo eReader, Barnes and Noble NOOK Tablet, NOOK Color, Google Nexus 10, Amazon Kindle Fire, Motorola CLIQ, DroidX, ZTE, Lenovo, HTC, Nokia, LG, Huawei and other Android tablets and smartphones. Become a fan of Trajectory on Facebook.

#### **Trajectory 公司简介**

Trajectory 公司是一家位于美国麻州剑桥市，致力于技术和市场营销的出版销售服务公司，已与众多著名作家、绘图者以及传统的出版公司合作。公司已经建立了一条电子书的全球化多渠道供应链，负责协助出版公司高效开拓新市场。Trajectory 公司已经与遍及全球的处于领先地位的电子书零售商建立长期合作关系，包括亚马逊, 苹果, Barnes and Noble, Bokus, Chapters Indigo, Google play, Kalahari, Kobo Books, Tesco Books, Whitcoulls, W.H. Smith 等等。Trajectory 公司的电子书可以在 Apple iPad, iPhone, iTouch; Samsung Galaxy Note, Samsung Galaxy Tab, Samsung Galaxy S4, Sony Xperia Tablet, Sony eReader, Microsoft Surface, Kobo Vox, Kobo Arc, Kobo eReader, Barnes and Noble NOOK Tablet, NOOK Color, Google Nexus 10, Amazon Kindle Fire, Motorola CLIQ, DroidX, ZTE, Lenovo, HTC, Nokia, LG, 华为以及其他安卓平板电脑与智能手机上阅读。请去 Facebook 加 Trajectory 为好友吧。

Additional awards received by Lv Lina include: Bing Xin Children's Literature Award, Chen Bochui Children's Literature Award and the Young Children's Literature Award by the Shanghai Writer's Union.

作者吕丽娜获得的其他奖项有：冰心儿童文学奖，陈伯吹儿童文学奖以及上海作家协会授予的幼儿文学奖。

**Press Contacts:** Scott Beatty, Trajectory, Inc. (617) 564-1550  
One Broadway – 17<sup>th</sup> floor, Cambridge, MA 02141 [media@trajectory.com](mailto:media@trajectory.com)

媒体联系: Trajectory 公司 Scott Beatty 电话:(617) 564-1550  
地址:One Broadway – 17<sup>th</sup> floor, Cambridge, MA 02141 [media@trajectory.com](mailto:media@trajectory.com)