July 25, 2010

Moving Tales Inc. Releases First 3D Animated Storytelling App designed for iPad

"The Pedlar Lady of Gushing Cross", an exciting new iPad app, is the first in Moving Tales' Classic World Tales. Inspired by the age-old tale of a man who becomes rich through a dream, *"The Pedlar Lady of Gushing Cross"* describes the journey of a poor pedlar woman who, guided by the shifting line between the real and the unreal, discovers a surprising and wonderful treasure.

The app's dynamic typographic layouts can be animated using the iPad's accelerometer, and randomly selected alternative perspectives are incorporated to ensure that no two viewings are alike. Other features include Cover Flow-like navigation, the choice to hear and display the story in Spanish as well as English and compelling, poetic voice-over narratives.

By presenting tales of transformation, truth, drama and humour using a state-of-the-art digital 'mash-up' of methods from the worlds of ebook publishing, graphic novels, film and interactive media, Classic World Tales establishes a truly original and engaging new world of storytelling.

> *"We started Moving Tales so we could expand and explore storytelling on the iPad platform. Not just any stories, but tales with rich legacies, many of which have been told for millennia. We are taking these stories for a walk—rephrasing and reframing them in a way that is compelling and appropriate to this new platform. Although they have aspects of books, animated films, storytelling and interactive media, the result is greater than the sum of its parts. We think we have created the first great storytelling app for the iPad."*

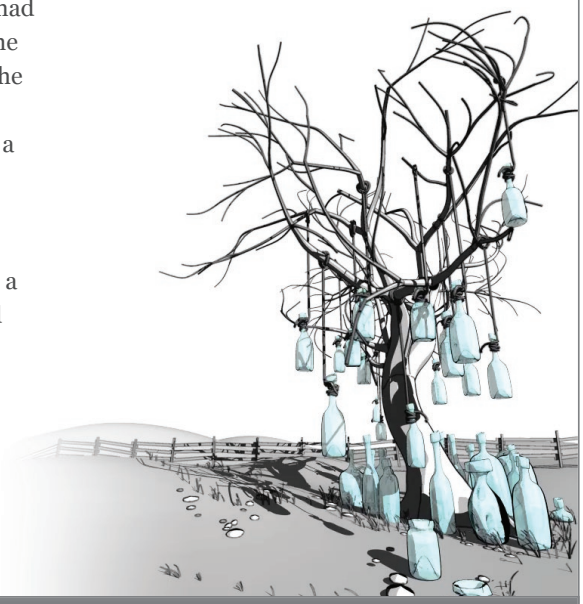
MATTHEW TALBOT-KELLY, EDITOR, DIRECTOR AND PRODUCER OF MOVING TALES

About Matthew Talbot-Kelly

Moving Tales Inc. founder and director Matthew Talbot-Kelly was born in Dublin, Ireland and raised in Toronto, Canada. After graduating with an architecture degree in 1990, Matthew's interest in spatial and temporal movement evolved into a fascination with film animation. Since 1996, Matthew has worked internationally as a director, animator, digital artist, and designer. His animated short Blind Man's Eye had its world premiere in the 2007 Venice Film Festival and screened all over the world. His new animated short The Trembling Veil of Bones premiered at the 2010 Palm Springs International Shortfest and began its festival circuit in June 2010. Matthew has been creating and illustrating stories since he was a young boy.

Next In The Series

"The Unwanted Guest" - In this adaptation of a traditional Jewish folk tale, a poor old man, down on his luck and living in a tumbledown house is visited by an unwelcome houseguest. The story tells of the old man's attempt to rid himself of his surprising visitor once and for all.



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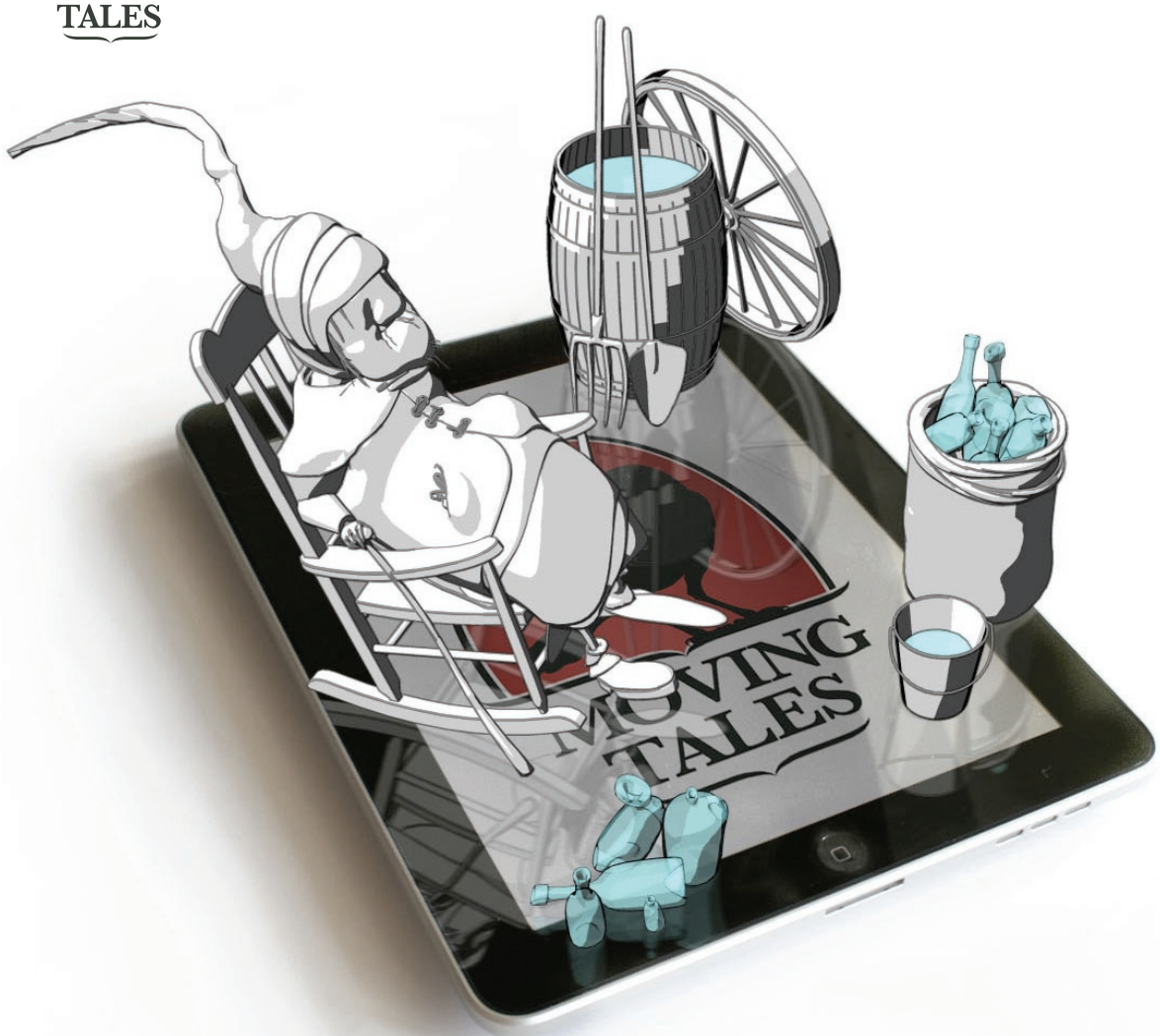

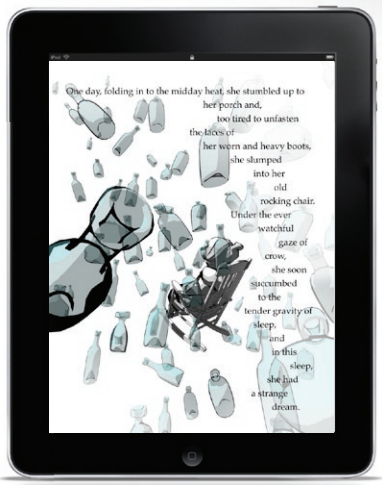

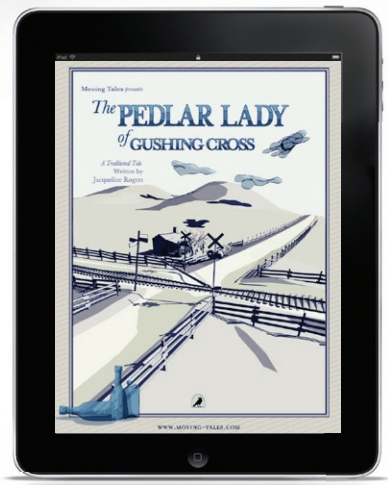

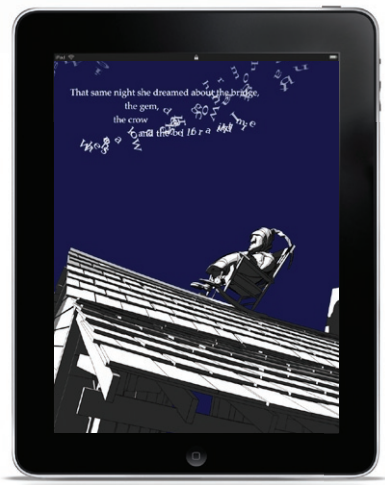

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