

**BBC Worldwide launch *Walking with Dinosaurs: Inside their World*  
The ultimate, interactive dinosaur experience on the iPad, narrated by Stephen Fry,  
and developed by Australia's M5859 Studios**

**June 13, 2013** – BBC Worldwide has teamed up with the award winning educational iPad app, *Inside the World of Dinosaurs* and has revamped it into *Walking with Dinosaurs: Inside their World*, a graphically rich and comprehensive iPad app about dinosaurs, now available for \$5.49 (Australia) and \$6.49 (New Zealand) with iPhone and Android versions to follow later this year. Voiced by acclaimed actor **Stephen Fry** and



developed by Melbourne-based **M5859 Studios**, *Walking with Dinosaurs: Inside their World* is the ultimate app for dino fans, allowing users to explore the prehistoric world with the swipe of a finger.

The app features 60 expertly modelled, photo-realistic dinosaurs chosen by researchers to reflect a combination of the most popular and unique dinos ever to have roamed the Earth. Discover the differences between a Stegosaurus and a Kentrosaurus guided by the voice of celebrated actor Stephen Fry.

"I've been involved with a few apps and games and other digital doodads, but none of them has given me as much pleasure as being the roar of *Walking with Dinosaurs: Inside their World*," said Stephen Fry. "Aside from the uniquely challenging issue of pronouncing the names of some of the rare species, the sheer delight in learning about the creatures themselves and the great palaeontologists and fossil hunters who envisioned and calculated so much from such scanty evidence with such brilliant scientific acuity was truly inspiring."

Developed by M5859 Studios, *Walking with Dinosaurs: Inside their World* takes users on an immersive journey through interactive 3D animations and authentic fight sequences that breathe life into each creature. Delving further into the app, fans can flip through articles about prehistoric life based on the latest research, while profiles on 'Dinosaur Hunters' uncover recently discovered mysteries about what life may have been like when dinosaurs roamed the Earth. All of the information within the app has been researched

by *Walking with Dinosaurs*' expert paleontologists and each dinosaur is designed to create an unparalleled experience for iPad users.

Paul Joffe, VP Digital Entertainment & Games, BBC Worldwide said, "We are proud to be working with the team at M5859 Studios to release such an engaging and educational app for the *Walking with Dinosaurs* brand. Dinosaur fans can now easily navigate and learn about dozens of their favorite creatures as well as the people that discovered them."

Matthew Snowden, Founder M5859 Studios remarked, "My fascination with dinosaurs since a child sparked a desire to share the knowledge and magic of these creatures with the world. Developing *Walking with Dinosaurs: Inside their World* with some of the most renowned paleontologists and dinosaur enthusiasts from around the globe has been a true labor of love for me and everyone involved."

The iconic *Walking with Dinosaurs* brand is in the midst of a major re-launch with a slate of digital activity rolling out throughout the year, which began with the launch of **WalkingwithDinosaurs.com** in January. Currently in development with Sony Computer Entertainment Europe, *Walking with Dinosaurs Wonderbook*™ is slated for release later this year. The game uses augmented reality technology to transform the world around the player to bring them face to face with dinosaurs, experiencing their world and discovering how they lived and died. An augmented reality app, *Walking with Dinosaurs: Digisaurus*, will also launch in 2013.

All of this activity builds up to the launch of the major motion picture *Walking With Dinosaurs: The 3D Movie*, from BBC Earth and Evergreen Films, presented by Twentieth Century Fox & Reliance Big Picture in association with IM Global.

For the first time in movie history, audiences will truly see and feel what it was like when dinosaurs ruled the Earth. *Walking With Dinosaurs: The 3D Movie* is the ultimate immersive, big-screen, 3-D experience. Recent discoveries and a breakthrough in technology will introduce new and unique dinosaurs that are more real than ever before and put moviegoers in the middle of a thrilling prehistoric adventure, where an underdog dinosaur triumphs against all odds to become a hero for the ages.

*Walking With Dinosaurs: The 3D Movie* will be released in cinemas in Australia and New Zealand on 1 January 2014.

For more information on *Walking with Dinosaurs*, visit [www.WalkingwithDinosaurs.com](http://www.WalkingwithDinosaurs.com), “Like” ‘Walking with Dinosaurs’ on Facebook: [www.Facebook.com/WalkingwithDinosaurs](http://www.Facebook.com/WalkingwithDinosaurs) and follow us on Twitter @WalkwithDinos

A special Q&A with Stephen Fry talking about dinosaurs is available for print and online use

Link to app in Australia: <http://goo.gl/sxxjQ>

Link to app in New Zealand: <http://goo.gl/rreJc>

For more information, please contact:

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