

Back in Time for iPad launched by LANDKA

The Back in Time app is an animated e-book that guides the reader through time since the first steps of our Universe until the most recent events in history.

Porto, September 22, 2011 — LANDKA announces the launch of their first app, *Back in Time*, developed exclusively for iPad. Supporting five different languages, the application is now available worldwide on Apple's App Store. *Back in Time* is a multimedia interactive journey through the defining events in the history of our Civilization, of Life, of the Universe itself. The reader is invited to take one step back and see the whole picture.

The application covers a wide range of events in different timescales: the shaping of our Universe, billions of years ago... humankind first steps, several millions of years ago... and the major events in the history of our Civilization, thousands of years ago. The perception of time in events taking place in such different eras poses a problem to everyone, as these timescales are not easy to seize. So, *Back in Time* proposes a simple analogy: the whole Universe started 24 hours ago. The classic 24-hour clock allows an easier perception of the relative distance between events. Curiously, in our imaginary clock, Earth was formed around 8 hours ago, the dinosaurs were extinct 7 minutes ago and we, *Homo sapiens*, have little more than 1 second of existence...

An intuitive interface allows the user to quickly scroll through time entering any event. Each one is documented with social and historical context, several images, an illustrative timeline, and a section devoted to little-known interesting facts. Custom made animations bring those events to life, creating an interesting, immersive reading experience.

About the developers: LANDKA is developing mobile applications for iPad and iPhone. It comprises a team of engineers, programmers and designers interested in the art of scientific communication, who truly believe that learning can be a pleasant experience.

For more information, including videos and screenshots, please visit:

www.landka.com/press

See the app trailer on YouTube:

youtu.be/CqLAsyG1U1U?hd=1

See the app on the App Store:

itunes.apple.com/us/app/back-in-time/id450345693?mt=8&uo=4

CONTACT

For any additional inquiries or if you would like to review this app and need a *promo* code, please contact us.

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Back in Time iPad only

Made specifically for iPad; 300+ images; 60+ animations and videos; 40+ illustrative timelines; 200+ little-known interesting facts; Music by the renowned Rodrigo Leão; Developed for 5 languages; No internet connection required.

Category: Books/Education Release date: 2011, September 22 Size: 625 MB Languages: English, Spanish, German, French, and Portuguese Developer: LANDKA® Developer website: www.landka.com www.landka.com/backintime Price: 7.99 USD | 5.99 EUR | 5.49 GBP

Back in Time screenshots

