

Back in Time for iPhone launched by LANDKA

What were the defining events in the history of Civilization, of Life, of the Universe itself? Back in Time is a multimedia interactive journey through those moments. We invite you to take a step back and see the whole picture.

Porto, December 2nd, 2011 — LANDKA announces the launch of the new application *Back in Time for iPhone*, an animated e-book which will take the reader on a stunning exploration of the history of our Universe, Earth, Life and Civilization. The original title *Back in Time*, exclusively for iPad, was launched last September and reached number one iPad paid book app in the United States, United Kingdom, France, Spain and more than 30 other countries (also featured in the “New and Noteworthy” section of the App Store in more than 100 countries). Entirely redesigned for iPhone, it supports six different languages (English, Spanish, French, German, Portuguese and Chinese) and is now available worldwide on Apple’s App Store. Enhanced for iOS 5, *Back in time for iPhone* works with iPhone 4S, iPhone 4, iPhone 3GS and iPod touch 4.

LANDKA also announces the launch of the 1.2 update for iPad version which includes additional chinese language, full revision of English, German and Portuguese texts and general size optimization (now 556 MB). Both applications (iPhone and iPad version) fully support iOS 5.

Back in time for iPhone 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.

LINKS

Press > www.landka.com/press

App Trailer on YouTube > youtu.be/3jNb34XBxZU?hd=1

App Store > itunes.apple.com/us/app/back-in-time-for-iphone/id483148811?ls=1&mt=8

The LANDKA Team gathers a group of programmers, designers, engineers and writers that actually believe that there is still much to be done in the art of merging technology and design, particularly in the field of education. We truly think that learning can be a pleasant experience.

LANDKA has been working on *Back in Time* for over a year now. It took months of writing, programming, designing, redesigning and testing to make this project work. It could not have been made without the generous contribution of several people and institutions around the world, which allowed the app to address a wide range of disciplines with the required scientific and historical accuracy.

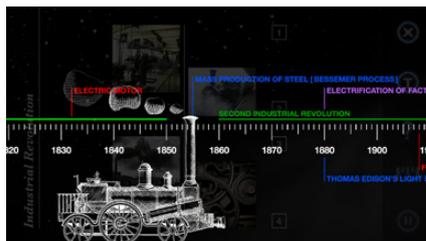
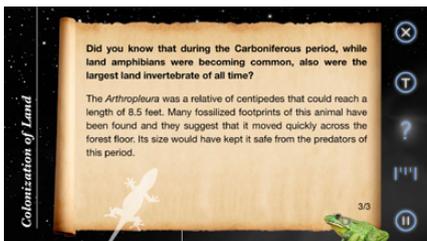


Back in Time
for iPhone

FEATURES

- Entirely redesigned for iPhone;
- Enhanced for iOS 5;
- 300+ images;
- 60+ animations and videos;
- 40+ illustrative timelines;
- 200+ little-known interesting facts;
- Music by the renowned Rodrigo Leão;
- Developed for 6 languages;
- No internet connection required.

- Category: Books/Education
- Release date: 2011, December 2nd
- Size: 665 MB
- Languages: English, Spanish, German, French, Portuguese and Chinese
- Developer: LANDKA®
- Developer website: www.landka.com
www.landka.com/backintime
- Price: 4.99 USD | 3.99 EUR | 2.99 GBP



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CONTACT

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

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