



OCTOPUS PUBLISHING GROUP

THE WORLD ATLAS OF WINE iPad Edition By Hugh Johnson & Jancis Robinson

WINS INTERNATIONAL DIGITAL BOOK AWARD

Best Book: Enhanced-Illustrated Ebook / Fixed Format Category



(Download high-res images at worldatlasofwine.com/press-info)



January 15, 2014,— Octopus Publishing Group is overjoyed to announce that *The World Atlas of Wine, 7th Edition* eBook by Hugh Johnson and Jancis Robinson has won a Digital Book Award for Best Book in the Ebook Fixed Format / Enhanced-Illustrated category.

The announcement was made by actor LeVar Burton last night at a gala awards ceremony in New York City.

The iPad Edition of *The World Atlas of Wine* uses exciting new ebook technology to bring wine-lovers even closer to the book's rich maps, photography and narrative. It is the first digital release in the 42-year history of the book, which is considered by many to be *the* authority on wine (see press quotes at the end of this release).

"The iPad Edition adds an extraordinary new dimension to a real classic." says co-author Hugh Johnson. "You can search, swipe and zoom in to see exactly what you want. And the photography simply glows with the light behind it. I'm thrilled with it. It shows you *The World Atlas of Wine* in a way that even a book can't do."

Available in Apple iBooks, the iPad Edition includes the complete content of the physical edition, with the addition of interactive panoramic maps – allowing each region to be enjoyed in stunning detail. Galleries of wine labels can be viewed as full-screen images and the stunning photography of the book is brought to life on the backlit screen of the iPad.

"*The World Atlas of Wine* is a rare example of a digital product that not only perfectly complements the physical book but also adds to it." says George Walkley, Head of Digital at Hachette, parent company of Octopus Publishing Group.

"It has all of the authoritative content of the print book in a more portable package for the travelling or armchair oenophile. The tablet format and touch interface really lend themselves to detailed cartography, slideshows of wine labels and some of the most sumptuous photography I've seen in an eBook. This award is a great tribute to years of work by the authors, perfectly executed by the team at Octopus."

The team behind the ebook include Denise Bates, Octopus Group Publishing Director and the commissioning editor; Martin Coombs and the team at DC Graphic Design who created the ebook; Cosmographics, the cartographers who created the superb maps; Kjell Eldor who project managed; Ben Moore who came up with initial concept and spearheaded the marketing. Special thanks go to authors Hugh Johnson and Jancis Robinson for their magnificent book, years of research and their embrace of the digital format.

A shareable video of authors Hugh and Jancis presenting the iPad Edition is available here <https://vimeo.com/77792125>.



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Or search iTunes/iBooks for World Atlas of Wine. A free sample is available

More info and buy link also on www.worldatlasofwine.com

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