

Virtual Book from Denmark wins “best fiction” prize at the world’s largest children’s book fair

Wuwu & Co. - A Magical Picture Book wins the Bologna Ragazzi Digitale Best Fiction 2016

“We’re happy and grateful that our project has won among 177 entries.” says Aksel Køie, creative director and CEO of Step In Books, “You read Wuwu & Co. just like any digital picture book on your tablet or phone - but on certain pages you can lift up the device and step into the fictional world. Suddenly, your mobile device acts as a magical portal, letting you look around and interact with the world of the story.”

What the jury said: “This innovative, bewitching 360° immersive story uses minimalist illustrations set in a virtual world that can be freely explored with the physical motion of your tablet. This lets you move through the story in a non-linear fashion. Quality sounds and illustrations follow your path as you shake and search your way through the story. The app uses motion in a sometimes touching and funny way.”

Wuwu & Co. tells the story of five odd creatures, who need your help during the coldest winter in 2.000 years. It is the first project from the company, Step In Books, whose “**VR for everybody**” technology allows children to use a mobile devices as a hole into a virtual world - which they can pan around and interact through.

The story was written by **Merete Pryds Helle**, illustrations and visual design created by **Kamila Slocinska**. **Step In Books** developed, designed and produced the app. **Tim Garbos** invented new interactions and **André Taono** brought it all to life. **Aksel Køie** acted as producer for the project and **Jesper Ankarfeldt** created the sound design and added his own compositions.

Step In Books is dedicated to making digital storytelling more engaging and immersive. The company is currently developing a number of projects, both large and small, and is looking for partners all over the world.

Wuwu & Co. also won Best Nordic Children’s Game + the Danish Award for best original language game.

Price: \$5.99.

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