

## **Amar Chitra Katha now on iPhone and iPod**

*By ACK MEDIA*

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*All classic Amar Chitra Katha comics now arrive to the International iPhone community*

ACK Media, India's leading entertainment and education company for young audiences in partnership with iRemedi Corp today announced the launch of Amar Chitra Katha, a collection of illustrated classics that retell the enchanting stories about Indian Heroes, on iPhone and iPods for the International market.

Popular Amar Chitra Katha Comics are now available on iRemedi's ETHER MEDIA, an innovative media content delivery solution for the iPhone platform. iRemedi is ACK Media's technology partner for the iPhone platform. This launch will allow the iPhone community to enjoy full color high-resolution art and story in an award winning and intuitive user interface from iRemedi. The offering will be available to the iPhone and iPods users through the Apple iTunes store.

Amar Chitra Katha (ACK), ever since its inception in 1967, has sold more than 90 million copies of 400+ titles across Indian myth, epics, history and fables. ACK brings alive the Indian storytelling tradition through a unique blend of commentary, dialogue and illustration in comic format. The Indic art style and vibrant compositions lends a sense of drama thus elevating the experience of storytelling. ACK comics have been an integral part of generations of readers inspiring them with deep rooted culture and values thus making it a 'one of its kind' cultural phenomenon.

iPhone users need to log on to the Apple iTunes store and search by Amar Chitra Katha or iRemedi or by the title names. Most titles are available for purchase at \$1.99 along with free previews to some titles as well.

Speaking at the launch, Samir Patil, CEO and Founder of ACK Media said, "We are very excited to launch Amar Chitra Katha on iPhone for the International audience. ACK has enthralled millions of people from diverse culture and generations over the past four decades worldwide. With this launch of a wide range of Amar Chitra Katha comics we have taken an important step towards bringing the world of Indian storytelling to the iPhone community. In addition to comics we are looking at creating new applications and games for this platform".

Sridhar Bhat, CEO and Founder of iRemedi said "This is a historic moment for both ACK and iRemedi. At iRemedi, we are very thrilled to have ACK as our first media partner for our high quality intuitive media app for iPhones and iPods. We always strive to deliver the best experience for the iPhone user community and we are confident ACK's fans will share our excitement in enjoying ACK comics on the go. For ACK this is a key milestone in bringing the classical Indian mythology and rich culture to the global community instantly in the amazing user experience with iPhones. The iPhone's revolutionary platform brings limitless avenues for various dreams to become".

### About ACK Media

ACK Media is India's leading entertainment and education company for young audiences. Some of India's most-loved brands including Amar Chitra Katha, Tinkle, Karadi Tales and well-known proprietary

characters like Suppandi, Shikari Shambu are part of ACK Media. We develop products for multiple platforms including print, mobile, online services, games, Television and Film. ACK Media is headquartered in Mumbai, has a design studio in Bangalore and a subsidiary in Chennai. For more information on ACK Media, please log on to: [www.ack-media.com](http://www.ack-media.com)

#### About iRemedi

iRemedi is an Apple approved developer for iPhone Platform. iRemedi is creative technology solutions company headquartered in Atlanta, GA. iRemedi's ETHER MEDIA is an innovative media viewer solution for the iPhones and iPod Touches. iRemedi works with rich media and content providers such as ACK to bring their creative content to the iPhone in an amazing pace. iRemedi has created other iPhone apps such as PicZee Pro which is a photo puzzle that lets you convert any of your photos into jigsaw puzzle and instantly play with them.

Please visit <http://www.iRemedi.com> to learn more about iRemedi.

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