



HELLO!

TIMBUKTU
The first
iPad magazine
for children



Let's take a look at the **iPad**

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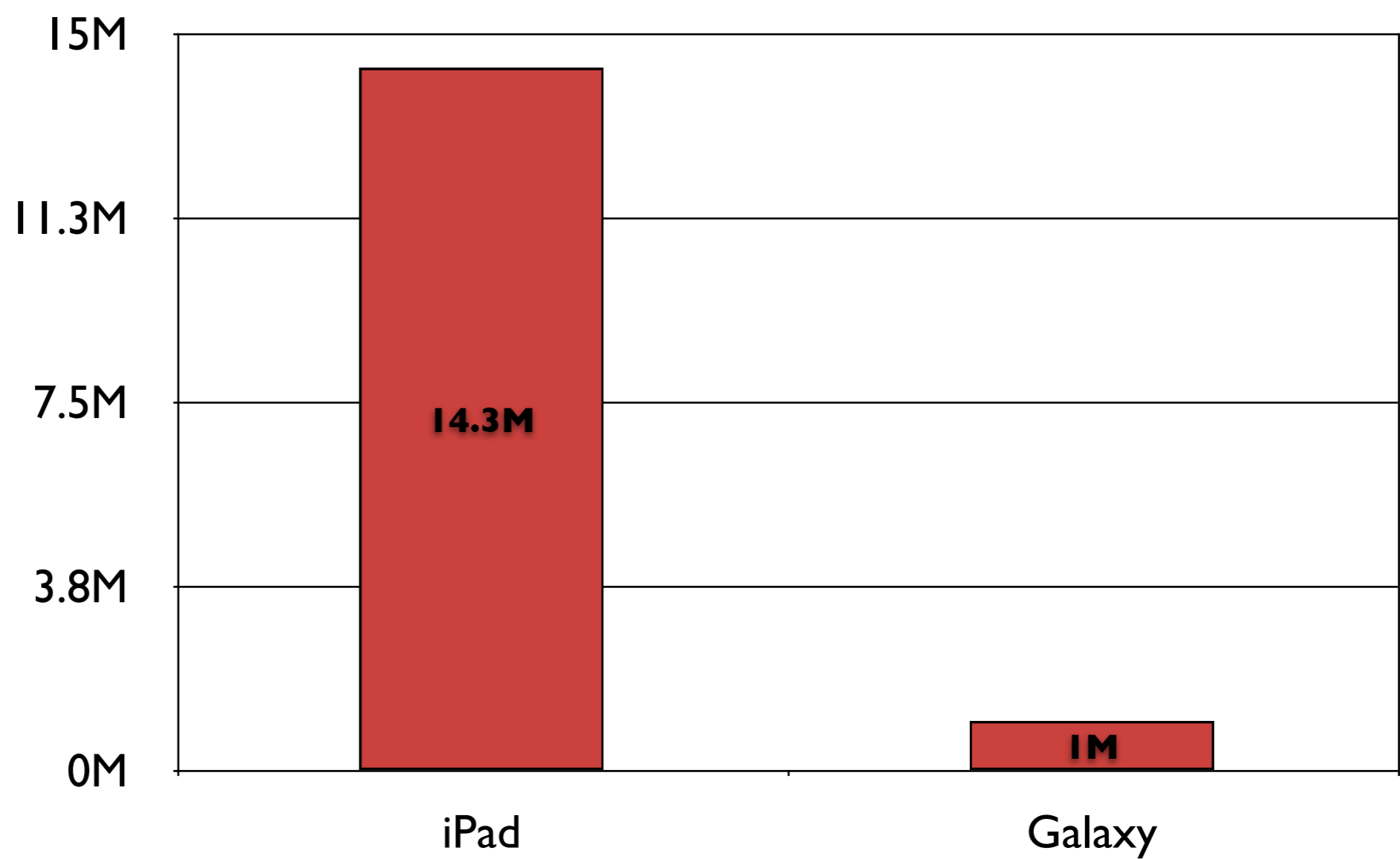
- 24 million iPads will be sold by the end of 2011 only in the US (Forrester Research)
- By 2015 there will be 82 million iPads only in the US (Forrester Research)
- The iPad adoption rate is the fastest in electronic product history (Bernstein Research)
- The sales rate is approximately 4,5 million per quarter (Bernstein Research)



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iPad vs Galaxy sales performance (units in 2010)



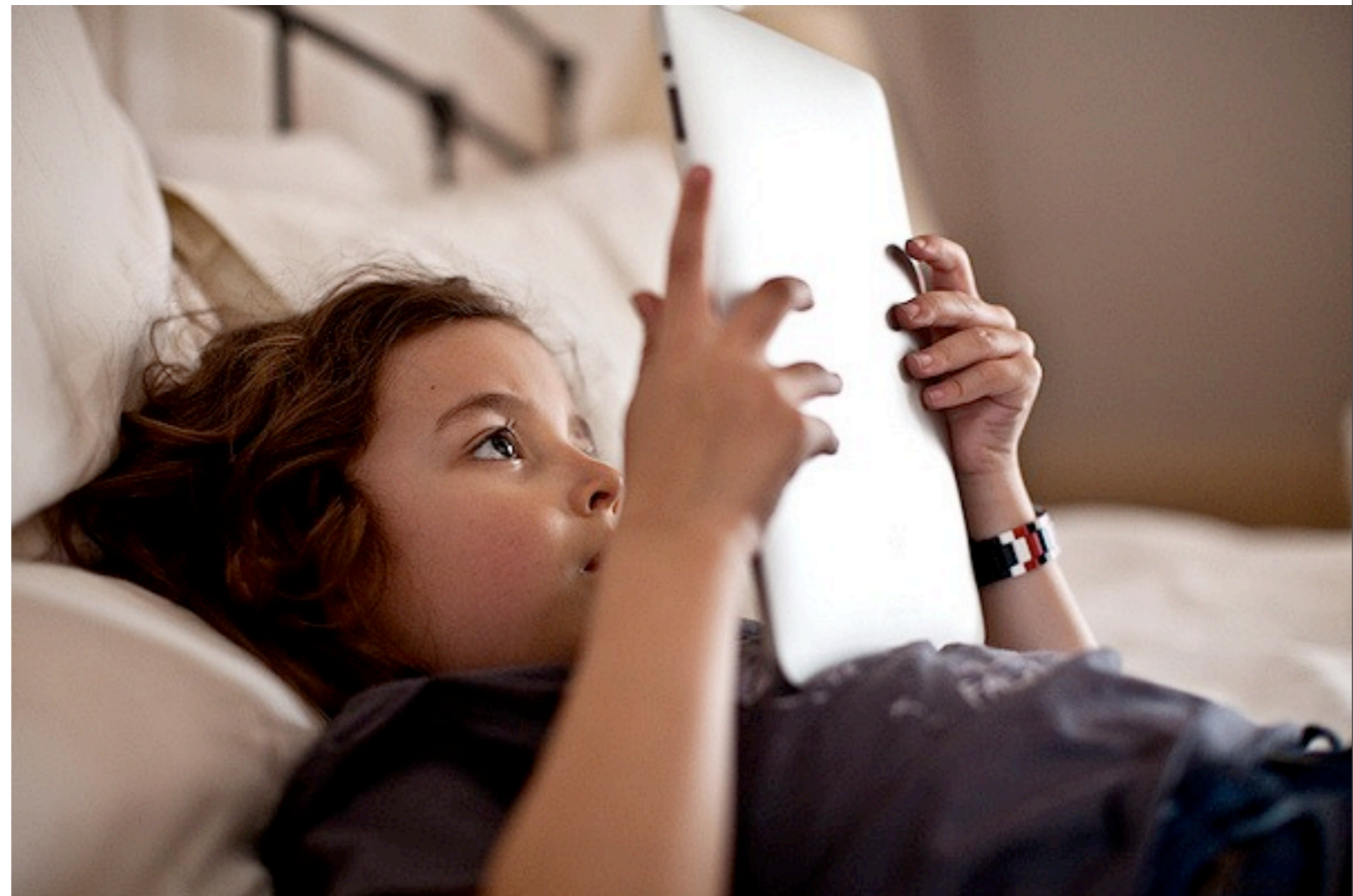


Children will be the driving force of this revolution

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By 2015 **50%** of computers used by people under 15 will be **touchscreen**

(Gartner Research 2010)





Timbuktu has already been featured on **Mashable, Wired, Grain Edit, Swiss Miss, Wieden+Kennedy, Internazionale, Domus** and many other news outlets around the world



Timbuktu combines visual stunning content and **intuitive interaction design** to foster creativity and care through the most advanced methods of education



Timbuktu offers **interactive narratives** specifically designed for children and it's realized by a team of international artists (Milan, Berlin, San Francisco, Lisbon, New Delhi, Barcelona)



Timbuktu gets over the distinction between education and entertainment, developing a new interactive reading experience for both **children and parents**

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Timbuktu helps businesses moving children and education forward through **contextual interactive advertising campaigns**

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To date we have **partnered** with:



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