

# iLondon Collection: Immersive Reading App

*iClassics Productions releases the iLondon Collection "immersive reading" app to commemorate the centenary of Jack London's death.*

BARCELONA, CATALUNYA, SPAIN,  
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-- iCLASSICS COMMEMORATES THE  
CENTENARY OF JACK LONDON'S  
DEATH WITH A NEW IMMERSIVE  
READING COLLECTION

The iLondon Collection is the latest addition to the interactive iClassics library, which already includes the iPoe, iWilde, iDickens and iLovecraft collections.

Coinciding with the anniversary of Jack London's death, the Spanish startup iClassics Productions launches a new interactive collection that includes three stories by the author of "White Fang" and "The Call of the Wild". "Keesh" and "Moon-Face" will be included in the collection, which is now offered by the interactive book market's leading brand. It is part of their growing classic literature library for mobiles and portable devices.

Through magnificent illustrations, sound effects, animations, interactivity and a spectacular soundtrack, iClassics Productions enriches the best of classic literature, transforming reading into a unique, interactive experience.

Jack London was elusive and mysterious, a writer hard to pin down, and to commemorate the centenary of his death, iClassics Productions decided to pay homage to this master of letters with one of their most ambitious creations to date. Previously, iClassics Productions focused primarily on the horror and macabre genres, with iPoe and iLovecraft being their most successful releases. But now, with the iLondon Collection, three very different stories are featured within the app, celebrating the diversity of one of America's greatest and most important authors. Drama, comedy and adventure are captured with artistic illustration, animation, interactive elements and original music and sound effects.



The commemorative app for the centenary of Jack London's death.



About the format:

The iClassics Collection represents a new reading format that engages the reader, who must interact with various elements to proceed with the story. Illustrations, videos, sound effects, animations, music, and other elements all make the reading an enriching experience. As David G. Forés, their creative director, says: 'Our contribution is basically providing a new format for both classic and contemporary literature, creating an interactive environment adapted to the habits of young people', and he highlights: "It is very common that people think we do e-books, but we do not, we create enriched books. The iClassics are applications with endless creative possibilities, far more than the already conventional e-books".

Its use in the classroom:

iClassics Productions promotes the productive use of electronic devices beyond the usual games, with a significant contribution to teaching, with many opportunities to work in the classroom. For example, in some schools in the US, where Edgar Allan Poe is required reading, iClassics is used as a tool to study the classic mystery tales of the writer.

About iClassics Productions, S.L.:

ICLASSICS S.L. PRODUCTIONS was founded in 2015 by the management team of Play Creatividad. iClassics Productions, S.L. is made up of a creative team that carefully adapts incredible app books from the timeless classics of literature.

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I would rather be a superb meteor, every atom of me in magnificent glow, than a sleepy and permanent planet.

*Jack London*

A collection of 10 Edgar Allan Poe short stories served as the starting point for iClassics Productions, and it was shortly followed by the iLovecraft, iWilde, iDoyle and iDickens collections. There are currently six collections that readers can enjoy in Spanish, English, French and Portuguese. These are available on iTunes (AppStore), Google Play and Amazon. "The Legend of Sleepy Hollow" was also recently released, coinciding perfectly with the Halloween season.

Various international awards have consolidated the Spanish startup as a cultural, educational, ludic and creative project. Having amassed almost 1 million downloads and received thousands of positive reviews by users; iClassics Productions leads the way in the interactive book market.

The iClassics Collection makes reading classic literature an enjoyable and enriching experience for new generations, making it entertaining and educational by exploiting the advantages of technological advances. They have reinvented the concept of 'reading', making it a unique and immersive experience that engages the user by allowing them to interact with the stories. iClassics Productions does not only create apps, but has rather become the global benchmark for interactive literature.

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