

Nov. 22, 2011, Moscow – Russia Beyond The Headlines (RBTH), an internationally recognized source of news about Russia, today announced the release of its free iPad app “Touch Russia.”

This new digital edition of RBTH contains content from the organization’s flagship website <http://rbth.ru> and print editions repackaged for the iPad experience. It also offers a host of unique features, including an interactive map of Russia. The app was developed by UK-based TigerSpike, known for its work with the digital editions of leading media organizations. “Touch Russia” can be downloaded here: <http://itunes.apple.com/us/app/touch-russia/id479508480?ls=1&mt=8> .

In the new app, RBTH offers a convergence of the best from its print and online editions, as well as convenient access to stories through a beautiful and easy-to-use interface.

“Touch Russia’ showcases RBTH’s unique approach to covering the most interesting and important stories from Russia for those readers who want to know just a bit more,” said Eugene Abov, publisher of Russia Beyond the Headlines. “Our international audience is highly mobile. We aim to engage readers and satisfy the growing interest in current affairs in the country, especially given milestone events such as the upcoming Olympic games 2014 in Sochi and the soccer World Cup in 2018.”

“Touch Russia” delivers its content through very simple and intuitive navigation, and covers a range of categories, including the arts, culture, society, business, and politics. All content is accompanied by multimedia elements such as full-screen photographs, cartoons and videos. One unique feature of the app is an interactive map that allows users to access stories and multimedia assets from across Russia. Interactive images with hotspots is another exciting feature; this resource is a visual library of Russia’s most representative landscapes and cultural traditions.

According to global research agency International Data Corporation, 62.5 million tablets will be delivered worldwide in 2011; almost 70 percent of these will be iPads.

The iPad application “Touch Russia” is free and launched in English, with other languages, including French and Spanish, to follow shortly.

Versions for other mobile devices including iPhone and Android-based handhelds are underway. Users can also visit the mobile version of Russia Beyond the Headlines at <http://mobile.rbth.ru>.

-----

Russia Beyond the Headlines is an internationally recognized source of political, business and cultural news and analysis. It offers original, on-the-ground coverage of Russia from professional, independent journalists who are passionate and knowledgeable about the country, and opinion pieces from commentators who hold a wide range of views about Russia’s leadership and direction.

Since 2007, Russia Beyond the Headlines has published monthly supplements about modern Russia in leading global media. Currently, supplements are published in 17 of the world’s leading newspapers,

including the “New York Times” (United States), the “Washington Post” (United States), the “Daily Telegraph” (UK), “Le Figaro” (France) and “Yomiuri Shimbun” (Japan). In addition to print supplements, Russia Beyond the Headlines maintains a website <http://rbth.ru>, which features expanded content and resources.

RBTH’s newly released iPad app, “Touch Russia,” was developed by TigerSpike, an international software development company headquartered in London.

-----

Tigerspike is a technology company offering a range of professional services specializing in Personal Media. With offices in Sydney, New York and London, their global experience combined with research and development from their own Innovation Lab ensures that TigerSpike solutions are creative and cutt