

Transformers Comics on iTunes

Contributed by NightViper
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IDW has just sent out an announcement with additional information about the Transformers comic books that they are releasing via iTunes. It sounds as though they are doing well!

Below please find IDW's announcement regarding our new Transformers: Revenge of the Fallen digital comics. Released over the past few weeks, all twelve movie-related comics are in the Top 25 paid book applications, with Transformers: Alliance #1 and #2 ranked second and third, respectively.

With the movie releasing next week, both the physical and digital comics offer fans a great way to get ready.

You can read the full announcement by clicking here!

FOR IMMEDIATE RELEASE

IDW Goes Digital with iPhone Comic Book Applications
Debuts new ePublishing initiative with digital TRANSFORMERS comics

San Diego, CA (June 18, 2009) — IDW Publishing is proud to announce today the release of its new line of digital comic applications, allowing fans to download comics directly to their iPhone or iPod Touch. The company's TRANSFORMERS: REVENGE OF THE FALLEN movie prequels and adaptation comics, under license from Hasbro, Inc., are the first wave of IDW's own digital applications.

"E-publishing is clearly becoming an important part of the comics world, and IDW is leading the way," said company CEO Ted Adams. "With these new apps, people who have never even been to a comic book store can now begin enjoying this great medium in a whole new way."

The twelve new movie-related digital comics are a must-read for all TRANSFORMERS fan, setting the stage for TRANSFORMERS: REVENGE OF THE FALLEN, this summer's next blockbuster film. In Alliance, readers journey across the globe as humans and AUTOBOTS join forces to defend Earth against the DECEPTICON threat. The very origins of CYBERTRON are revealed in Defiance, fully preparing fans for TRANSFORMERS: REVENGE OF THE FALLEN, which picks up directly where the prequel comics leave off.

The TRANSFORMERS comics are supported with a custom landing page on the iTunes store and feature panel-by-panel viewing, easy to use controls, such as "swipe" navigation, and a convenient table of contents function.

These digital comic applications are the first major initiative from IDW's new ePublishing division, helmed by Jeff Webber. Through partnerships with outside companies, IDW has already created nearly 40 digital comics, including dozens of Top 100 best sellers, such as Star Trek: Countdown. The TRANSFORMERS digital comics are the first that IDW is releasing with its own exclusive software.

"Launching our own iPhone comics is a big step for IDW, and fans of our lineup should look for many more to come," said Webber.

About IDW

IDW is an award-winning publisher of comic books, graphic novels and trade paperbacks, based in San Diego, California. As a leader in the horror, action, and sci-fi genres, IDW publishes some of the most successful and popular titles in the industry including: television's #1 prime time series CBS' CSI: Crime Scene Investigation; Paramount's Star Trek; Fox's Angel; Hasbro's The Transformers, and the BBC's Doctor Who. IDW's original horror series, 30 Days of Night, was launched as a major motion picture in October 2007 by Sony Pictures and was the #1 film in its first week of release. In April 2008, IDW released Michael Recycle, the first title from its new children's book imprint, Worthwhile Books. More information about the company can be found at <http://www.idwpublishing.com>.

About Hasbro

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