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KiwiTech Unveils Quantum Reader for the Apple iPhone™ and iPod Touch™

W.W. Norton and KiwiTech to Release Video eBook app for “The Blind Side”

Washington, November 5, 2009 --- KiwiTech, a leading technology firm that develops ebook readers for smartphones and provides app development services, has released Quantum, a new [ebook reader](#) that supports ePub files and has best-of-breed features for the iPhone and iPod Touch.

KiwiTech also announced that it collaborated with publisher W.W. Norton & Company to release “The Blind Side” as Quantum’s first customized single ebook application.

“[The Blind Side](#),” which was published in 2006, is now a major motion picture starring Sandra Bullock, to be released in theatres nationwide on November 20, 2009.

“The Quantum Reader will change the way people read books by making the experience more enjoyable and convenient for them,” said Anita Gupta, President of KiwiTech. “Also, Quantum single book apps are discoverable on the iPhone plus allow the ability for publishers to enhance their content with multimedia elements.”

Drake McFeely, President of W.W. Norton said, “Norton is a leader in the publishing industry. We are working with KiwiTech, an innovative technology provider, to find new ways of distributing and marketing our titles. The release of “The Blind Side” as a single ebook app is an important step in this effort.”

Gupta said Quantum represents a critical innovation for KiwiTech, because it uses the ePub format to display text on smartphones. Quantum allows users to:

- Use a skimming feature to skip to a specific page number within an ebook
- Adjust the font size to customize the reading experience
- Annotate the text
- Use multiple bookmarks within an ebook
- Search for words or phrases
- Use a backlit feature to enable better visibility for night reading

“These features will make Quantum Reader an essential tool for any person who enjoys reading books on a smartphone,” Gupta said.

About KiwiTech

KiwiTech is a new-age ebook distribution company. KiwiTech has built ebook readers for various mobile platforms, with more under development. The firm collaborates with content providers to distribute premium content for three markets -- consumers, associations, and schools – on various smartphone platforms. KiwiTech also works with industry leaders to provide app development services. KiwiTech currently has over 80 apps now available on different platforms (including the iPhone™ and BlackBerry Storm™) and has top 20 apps in several countries and in different languages. www.kiwitech.com