



Press Release

20th June, 2011 – for immediate release:

JACK KEROUAC'S *ON THE ROAD*: A PENGUIN BOOKS AMPLIFIED EDITION FOR THE IPAD

Penguin is proud to announce that Jack Kerouac's legendary Beat novel, *On The Road*, is being brought to life on the iPad with a unique and absorbing amplified edition, packed with exclusive content and inventive features.

Pulsating with the rhythms of jazz, frenetic sex, illicit drugs, and the mystery and promise of the open road, *On the Road* defined what it meant to be "beat" and captured the impulses of a liberated underground America. Based on Jack Kerouac's adventures with Neal Cassady, *On the Road* tells the story of two friends crossing the country in search of a new kind of experience and authenticity. It has become a landmark in the history of American culture, inspiring everyone from John Updike to Joyce Carol Oates.

With the complete text of the original 1957 novel at its heart, this amplified edition has been curated by Penguin editors, the Kerouac estate, and Beat scholars. Continuing Penguin's tradition of combining editorial excellence and digital innovation, the amplified edition includes a huge range of new elements to immerse readers including:

Rare and Never-Before-Seen Material

- Including family photographs from Kerouac's estate and audio clips of Kerouac reading from an early draft, as well as pages from the journals Kerouac kept while on the road.

A Behind-the-Scenes Look at the Publication

- Previously unreleased correspondence between Kerouac and the editors at the novel's original publisher, as well as side-by-side comparisons of the scroll draft and the published text that highlights the elements removed on the recommendation of Viking's lawyers.

An Encyclopaedic Take on Kerouac and the Beats

- Fully interactive maps of the legendary trips with historical photographs and notes on the contemporary context, accompanied by detailed biographies of Kerouac and the other Beat characters.

Additional Technical Features

- Easy book navigation features (including text search, bookmarks, and the ability to flip pages with a tap or swipe), sidebar annotations alongside the novel hide away for an uninterrupted reading experience and reproduced archival documents that can be enlarged to full screen with a double tap.

Jack Kerouac's On the Road (A Penguin Books Amplified Edition) will be on sale through Apple's App store on June 20th 2011 for an introductory price of £7.49 until July 5th, 2011 (and £9.99 thereafter.) <http://itunes.apple.com/gb/app/jack-kerouacs-on-road-a-penguin/id439776360?mt=8>

To see a trailer, please visit: <http://www.youtube.com/watch?v=mH5EcM8H3HE>

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