TWA: What made you go with fairy tales?

Nosy Crow: We used a fairy tale as our first app because we wanted to choose a story that parents, grandparents and children know and love. Fairy tales have lasted for generations and continue to resonate. They are also incredibly dramatic! In The Three Little Pigs, children go out into the world on their own, three houses are built, two are destroyed, and the villain gets his comeuppance. Enabling children to explore classic tales of action and transformation through the interactive features of touch screen devices gives them a new way to engage with the story. We think the juxtaposition of age-old story with the latest technology is particularly rich. The Three Little Pigs is the first app in a series of 3-D fairy tales that we'll be creating. We're not only doing fairy tales, though. Later this summer we'll be launching a series of original storybook apps called Animal SnApp.

TWA: Can you tell me about your stint at Scholastic?

Deb Gaffin, Digital Product and Marketing Director: "I have always been interested in how children learn and I was able to develop that interest through a Masters degree in Education and Technology at Harvard," says Deb Gaffin. "I took this background to Scholastic, where I spent ten years working in the

digital division in the New York headquarters. I ran the Teacher Channel on Scholastic.com and later managed the Scholastic Kids website. My work at Scholastic gave me many opportunities to spend time with teachers, visit classrooms and understand how and when educators want to use technology in their classrooms. I came to London in 2009 when my husband took a job over here."

Kate Wilson, Managing Director: "I loved working at Scholastic and running Scholastic's business in the UK. It was a huge privilege," says Kate Wilson. "It's a big corporation, but the values that it has – about the importance of literacy and reading for pleasure – are very real and come straight from CEO Dick Robinson. I left to take a job in adult publishing that was based closer to home (I have two young-ish children), but quickly realised that I missed a lot about children's books. One advantage of being in a small start-up is that you are more free to experiment: you don't already have a big, functioning machine that you need to provide with more of the same. Instead, you can shape your machine for the   experiments you want to make. That's exciting."

TWA: I also read that this app took you a whole year to produce, any highlights?

Nosy crow: It took us a total of 9 months to create The Three Little Pigs. Making this app involved many people, and integrating everyone's contribution took

time. Our team included a writer, an editor, illustrator/animator, sound engineer, sound producer, product manager, six voice actors, music composer, software engineer and many many children who helped test it along the way. Several of us were working on it part-time. We were also keen to use this app to lay the groundwork for future apps, so we took time to build it in a way where we can re-use much of the underlying software. For us, the highlights were the recording sessions with our child actors and hearing the interactive music integrated into the app. If you listen closely to the music, especially on the first scene, you can hear that each pig has his or her own musical 'theme' or instrument that plays more prominently when you tap.

4. How did your group come together?

Nosy Crow: We combine decades of print-based book experience (Nosy Crow publishes children's books too) with decades of multimedia production, games-based coding, illustrating and animating experience. From the beginning we knew that we wanted Nosy Crow to be a publisher of apps as well as books. When Deb moved to London, she reconnected with Kate and they discovered that they were both excited about the potential of tablet devices to tell stories and engage children in reading. Ed Bryan (our Head of Apps Development- Creative) and Will Bryan (Head of Apps Development – Technical) were watching what we were doing via the blog on the Nosy Crow website (www.nosycrow.com) and

approached us. What they showed us was head-and-shoulders above anything we'd seen from anyone else, and they shared our interest in creating reading experiences using touchscreen devices.

5. When will the next storybook app be released?

Nosy Crow: The iPhone/iPod touch version of The Three Little Pigs app will be available later this week, by 4 March. We're working on a 3-D fairy tale version of Cinderella right now which we will launch this May.