MONDADORI DIGITAL LAUNCHES "VIRTUAL HISTORY- ROME"

The iPad app is an innovative guide to the secrets of the Eternal City

Segrate, 25 January 2011 - Mondadori Digital has launched an iPad app called **Virtual History - Roma**, an authentic journey back in time to re-discover the capital of the greatest empire of all time, a virtual reconstruction that can be explored in 360° with multimedia content and innovative functions.

Thanks to this new app it is possible to witness the spectacular digital restoration of the statues of the Eternal City, be moved by a panorama of the city as it was 2000 years ago - from the Coliseum, to the Circus Maximus, the Mausoleum of Hadrian, as well as a number of sites in Pompei and Herculaneum -, explore the monuments in 3D and observe their transformation, from their original state to their current condition.

Maps and outlines of great educational value make it possible to study and understand more about the birth of Rome, the conquests and fall of the empire, engineering techniques, art, war, the spectacle of Roman civilisation and profiles of the emperors.

"*Virtual History - Rome* combines learning with play," declared **Vittorio Veltroni**, general manager of Mondadori Digital.
"For the first time, history enthusiasts, students, teachers and others can re-live the experience of Rome, in a way that is only possible with the most innovative technology," Veltroni concluded.

The app is the first to use "bubble viewer" technology by Applix, designed in Italy and patented in the US, which makes full use of the sensors built into the iPad (accelerometer and compass) to create a new generation of illustrations in a digital bubble form.
"Roma", the first release in the I "Virtual History" series, is available from Apple's [App Store](), in Italian and English, for €7.99.