



IMIRA ENTERTAINMENT WELCOMES AUDIENCES TO ONCE UPON A TIME WITH SANDRA CASES APP

Award-winning library of *Sandra, The Fairytale Detective* apps released

Barcelona, 13 November 2013: Imira Entertainment, Spain's leading production and distribution company specialising in youth programming, has launched a library of five brand new apps based on its hit magical animated series, *Sandra, The Fairytale Detective* (52 x 13'), in partnership with RTVE's interactive division. Created by Imira Entertainment co-founder Myriam Ballesteros and developed by Spanish digital development company Five Flames Mobile, the app collection has just been awarded 'Most Innovative App' at the international multiplatform focussed 3D Wire market in Spain last weekend.

Sandra Cases is a collection of animated adventures that take kids through solving mysteries alongside Sandra, letting audiences into the land of Once Upon a Time in a more interactive way than ever before. Each case presents a different mystery woven into a storyline, where the players can engage with characters from the show, explore the enchanted surrounds, hunt for clues and discover a host of surprises. Users can upload a photo and personalize an official Fairytale Detective badge, as well as keep a service record of their performance in the field. Available in ten languages, the apps also come with the option of narration, and will be available in the App Store, Google Play, Amazon and Kurio Store. It retails at €2.69 / \$3.56 / £2.35.

Imira Entertainment is also launching four other Sandra-inspired apps, all of which are compatible with IOS and Android platforms. Each game is €0.89 / \$1.18 / £0.78:

- ***Sandra Memo*** is designed to improve the visual memory of young detectives, and comes with three levels of difficulty.
- ***Puzzles for Investigators*** is an entertaining puzzle game aimed at improving problem solving skills.
- ***Art for Detectives*** is an app which allows children to create and illustrate their own stories which can be shared with friends.
- ***Suspicious Tunes*** draws inspiration from the soundtrack of the show to engage players with various pieces, along with a karaoke option for the whole family.

The apps will be supported by the creation of various videos intended as virals for parents on YouTube and Vimeo. The promotional TV segment can be viewed here: <https://vimeo.com/79180321> (English version), <https://vimeo.com/79094329> (Castilian version).

Yago Fandiño, Kids Content Manager of RTVE / Clan TV comment: "The most significant element of Sandra's stories is the opportunity for active participation by young audiences. Going beyond



passively reading and listening, kids will be in the driving seat of the adventure. This commitment to engaging children across multiple platforms is 100% part of the Clan TV ethos."

Sergi Reigt, CEO of Imira Entertainment says: "*Sandra, The Fairytale Detective* opens up a magical world which young audiences are eager to see more of, so we are delighted to be able to offer a key to even more enchantment through this collection of apps. Imira Entertainment constantly seeks to create digital content to take our IP's to the 2nd and 3rd screen, connecting with the final consumer, and the 'Most Innovative App' award from 3D Wire recognizes and affirms that commitment."



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Notes to editors:

Barcelona, Madrid and Vitoria based Imira Entertainment www.imiraentertainment.com is a producer and distributor of top quality youth programs. It creates innovative content for kids with strong editorial lines, and a universal appeal. Its productions incorporate the latest technologies as properties are developed for cross media exploitation (TV, video, licensing, merchandising, mobile phones and publishing). Imira Entertainment distributes a catalogue of over 4,000 half hours of premium kids programs, including animated feature films.