

Press release, 13 October 2016

***Reuhurinne: Eläinlauluja* brings books and music together with new NFC technology**

The use of CDs and CD players is on the decrease. For this reason, F-Kustannus has been the first in Finland to publish a children's book utilizing NFC technology. With NFC technology, the reader can listen to the book's songs with any Android mobile device, or even with many devices simultaneously.

Reuhurinne: Eläinlauluja is a fun-filled book with 30 well-known animal-themed songs. Readers can listen to 15 of these songs on their mobile devices using the Reuhurinne Ekstra application or hear them on the CD supplied with the book. Lively illustrations by **Jii Roikonen** bring the book to life.

The *Reuhurinne* series of books by author Tuula Kallioniemi began in 1997. The series contains a range of books from children's novels to non-fiction and puzzle books.

NFC technology (Near Field Communication) enables entire new ways of content distribution. By simply touching an object, such as a book, smartphones can access digital services or send and gather data. Finnish technology company FinnCode Ltd is responsible for the development of the Reuhurinne Ekstra app and the implementation of NFC technology.

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