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MEDIA ALERT

TOKYO REALTIME: Kabukicho Named as Audie Award Finalist

TOKYO – Apr 19th, 2010

White Rabbit Press is pleased to announce that the first volume in its **Tokyo Realtime** guided audio tour series has been nominated as a finalist in the 15th annual Audie Awards.

This prestigious competition, organized by the Audio Publishers Association, celebrates the best in spoken word entertainment. **Tokyo Realtime: Kabukicho** has been selected as one of five finalists in the Package Design category, where it is up against industry heavyweights such as BBC Audiobooks America.

Tokyo Realtime audio tours provide a new way to explore the city's most interesting neighborhoods. Interweaving narration and insider interviews within a soundscape of location ambience and music, they deliver a seamless mix of adventure and cultural insight while navigating real-world spaces. In addition to the 65 minute mp3 CD, the nominated package includes a waterproof map and a full-color booklet of area photography.



White Rabbit Press Creative Director and **Tokyo Realtime** producer Max Hodges created the series out of a desire to make Tokyo more accessible to visitors. Seeing a market for personal tours provided by experts, Max assembled a team of local insiders, passionate about their neighborhoods, and worked with them to create these unforgettable augmented reality audio adventures.

Uninspired by off-the-shelf options, Max worked with local printers to design an elegant new packaging form that is low-waste, yet substantial enough to earn a spot on customer's bookshelves. This prototype was then passed to Tokyo-based designers AQ, who developed a striking, easily recognizable look for the series.

"We worked really hard with Max to make sure every element, from photography to typography, paper stock to ink, came together to express the unique culture of Kabukicho and delight the user, from the first time they crack open the case to when they're actually taking the tour."

Jake Adelstein, author of Tokyo Vice, praised the tour: "A decade ago as a police reporter for Japan's largest newspaper, I was assigned to the 4th district, home of Kabukicho, and never forgot some of the crazy things I saw there. For a behind-the-scenes look at Japan's seedier side, without getting mired in the sleaze, you can't do any better than this tour. A wonderful insight for strangers into a very strange land."

About White Rabbit Press

With customers in over 80 countries, Tokyo-based White Rabbit Press is widely recognized for producing outstanding Japanese language products. With the launch of the TOKYO REALTIME audio tour series, White Rabbit Press continues to receive praise for making Japanese language and culture more accessible to the world.

More information available in our media kit: www.tokyorealtime.com/kabukicho.zip

If you'd like more information on this tours, or to schedule an interview with the producer, Max Hodges, please contact us in Japan @ +81 03-6804-7141, in the US @ +1 718-404-9223, or by email at joseph@whiterabbitpress.com