



**Palisades China Group, LLC**

**FOR IMMEDIATE RELEASE**

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## **PCG Digital Media Launches iPad™ and iPhone® App for World's Technical Professionals**

PCG Digital Media has launched the PCG ChinaBooks™ App to bring original science, technology, and engineering works from China to technical professionals around the world. The free, custom branded App is used on Apple's iPad™, iPhone®, and iTouch® devices.

The PCG ChinaBooks™ catalog includes books and journals from some of China's leading publishers, including China Science and Technology Press and the China Academy of Transportation Sciences. Such content had previously been only in print within China and therefore inaccessible to readers outside of the country.

The App contains "pinch-and-zoom" functionality that allows users to examine the publications' visual content in high resolution and full color. Users can browse the catalog and download free previews of all works from both the App and from PCGDigitalMedia.com.

### **About PCG Digital Media**

PCG Digital Media was founded in 2009 to help China's publishers digitally distribute their works internationally and give international readers instant access to content previously unavailable outside of China. Headquartered in the U.S., the company is an imprint of Palisades China Group Press, LLC, and has offices in Tenafly, New Jersey and Beijing, China. For more information, visit <http://PCGDigitalMedia.com>.

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