



Introducing Amphio – a new stage for the Touchpress team

Award-winning Touchpress team announces rebranding as ‘Amphio’ and new focus on culture tech and video.

London, 6th October 2016. Today, the multi-award winning app publisher Touchpress announces a significant new strategic direction, which will see the company rebranding as **Amphio** and refocusing its business on digital tools and services for cultural organisations to grow audience engagement, with an emphasis on video. Amphio retains an outstanding portfolio of apps – including *The Orchestra*, *Juilliard Open Studios* and *Henle Library* – which it will continue to develop with its prestigious partners.

The company’s portfolio of science and literature apps has been acquired by a new publisher in the educational content market: **Touch Press Inc.**, a venture-capital backed company that integrates well-known kids app publisher StoryToys and educational games specialist Amplify Games, as well as the acquired Touchpress apps.

Amphio: Audience engagement across all digital platforms

We are excited to introduce you to Amphio, providing new services and tools for trusted institutions to extend and enhance their audience engagement across all digital platforms. As Amphio, we aim to forward the role of culture tech through collaboration and innovation with our partners and the wider industry.

Amphio is already working with partners new and old to build cloud infrastructures for frictionless content creation, archiving, curation, augmentation and delivery. Its technologies enable institutions to streamline the workflow of their internal media production, freeing resources for the creative core of their mission.

Louise Rice, CEO of Amphio commented: *‘This is an exciting day for our team. As Amphio, we intend to take the insights and technologies we’ve gained from building apps onto new platforms in order to help our partners engage with their audiences. Our expertise in creating enhanced video tools will be a key factor in driving this development forward.*

*We are also delighted to transfer the Touchpress brand and our science and literature apps to Touch Press Inc. We see huge potential in that venture, and believe they are the ideal partner to further build on our success and bring new life to apps such as *The Elements*, *The Waste Land* and *Shakespeare’s Sonnets*’.*

About Amphio

A London-based culture tech studio, Amphio specialises in creating products at the intersection of software development and media production. The Amphio team are the creators of acclaimed apps *Beethoven's 9th Symphony*, *Barefoot World Atlas* and *Apprentice Architect (Fondation Louis Vuitton)*. Our award-winning team brings together diverse talents and experience to create interactive content and video solutions – always reimagining what is possible in our digital world.

For more information:

Amphio: <http://amphio.co/>

Touch Press Inc.: <http://touchpress.com>

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