



Aztec Empire Alive in Modern-day Multimedia

Fun, educational app for Apple iOS platform by the trusted experts at Encyclopaedia Britannica

CHICAGO, April 27, 2011—The Aztec Empire may have perished at the hands of Spanish conquistadors, but the great Mesoamerican civilization comes back to life in [a new mobile app](#) by the experts at Encyclopaedia Britannica Kids.

More than 600 years ago the Aztec thrived where Mexico City now stands, with a rich culture, distinguished architecture and advanced irrigation systems. This new app, titled Aztec Empire, created for the Apple iPhone, iPad and iPod Touch devices, explores Aztec history with a combination of games, puzzles, photos, video and quizzes – all based on the high-quality information people trust from Encyclopaedia Britannica editors. The app is designed for ages 8-14, though children as young as four can learn from it with adult guidance.

The Aztec created an advanced civilization with a highly developed religion whose gods, it was believed, required human sacrifice, a demand the Aztec dutifully met. Aztec warriors were feared by neighboring states, but at the height of their power they were overcome by Spanish explorers. The Britannica app tells the story with stunning photography of Aztec art and artifacts, interactive games, maps and detailed facts about Aztec culture. Users can test their new knowledge with quizzes and share what they've learned on Facebook and Twitter.

"We're fascinated by the Aztec," said Dale Hoiberg, editor-in-chief of Encyclopaedia Britannica. "On the one hand, they had a sophisticated society. On the other hand, they practiced human sacrifice and cannibalism. The paradox is intriguing."

Aztec Empire is the latest addition to the [Britannica Kids series of apps](#). Others include Dinosaurs, Solar System, Rainforests, Ancient Egypt, Volcanoes and Ancient Rome. The series gives children engaging ways to learn by using the digital devices they prefer.

Aztec Empire is available for download now for \$3.99 US from iTunes or the Apple App Store.

(Note: A limited number of free access codes are available for journalists interested in reviewing this app and others in this series. They are given out on first-come, first-served basis. Images are available [here](#).)

About Encyclopaedia Britannica Kids

Encyclopaedia Britannica Kids publishes engaging, high-quality digital education products for students in elementary and middle school. They include Britannica Kids Online, kids.britannica.com, a research and homework portal, and a series of multimedia mobile apps on popular school topics ranging from the solar system to ancient Rome. Encyclopaedia Britannica Kids is a division of Encyclopaedia Britannica, Inc., located in Chicago.

About Concentric Sky

Concentric Sky offers high-end web development and consulting services with a focus on emerging technologies such as Social Media and the iPhone. Founded in 2005, the company has rapidly become a leader in the space, recently signing an exclusive development partnership with social media pioneer Mashable.com. Concentric Sky is based in Eugene, Oregon and consists of about 50 software engineers and technical professionals. For more information: www.concentricsky.com.

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