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FLOOK, AN INNOVATIVE MULTIMEDIA AND CUSTOMISABLE STORYTELLING PLATFORM, IS READY FOR LAUNCH WITH THE NEW WORK OF FEDERICO MOCCIA

Flook (www.theflook.com), an innovative form of **multimedia and customisable storytelling**, will launch at the end of November 2015, with an original story by **Federico Moccia**, the internationally renowned author.

Flook is a brand new form of storytelling in which:

- the author tells the story not only through his or her words but also with images and music;
- the reader can personalise it, uploading pictures, videos, even text in predetermined parts of the story;
- the Flook platform seamlessly integrates the customer content and generates a **unique, personalised version for the reader**.

The reader accesses his or her own Flook with a password, and he or she can decide to share and give this Flook to one “special” person: both readers can then access and personalise the same version of their Flook together, enjoying the experience in perfect harmony. **A perfect and unprecedented gift**.

Flook will be accessible via both its **Apps (for both Android and iOS), and web-based** desktop reading experience. Online and offline.

Exploiting the full potential of social networks, Flook **enables the reader to interact** directly with the author and the characters of the story and even to share with the service’s community the content he or she personalised in his or her own Flook.

The first Flook is a story by **Federico Moccia**, a famous author who has sold more than 9 million copies worldwide, and will be launched for the 2015 Holiday season.

In addition to **online channels**, the first Flook will be for sale **in bookstores throughout Italy**. Thanks to an agreement between Leggera Srl (the company that owns Flook) and **Mondadori**, a leading Italian publisher that has a nationwide chain of bookstores, a code to download the first Flook will be available as part of an innovative bundle with the book in print.

“Thanks to Flook, two of my dreams can come true: creating stories through my words, images and music, while at the same time, empowering the reader to tell it with me,” **commented Federico Moccia**, who is also co-founder of Leggera.

Flook is a scalable platform and Leggera will soon publish **the second issue: “The Little Prince”**, by Antoine de Saint-Exupery. Flook will also launch in Spanish-speaking markets at the beg 2016.

The digital startup, both directly and with other publishers, is **actively scouting** for new talents among writers but also among musicians, You-tubers, graphic novelists, and other storytellers who want to capitalize on Flook’s potential.

“Digital story-telling cannot be a mere replica of a paper book. You need to exploit all its potential to immerse the reader in the story in an unprecedented way: this is Flook” said Guido Silvestri, Leggera’s co-founder and CEO.

Leggera Srl (Rome, Italy) is thus far funded by both public (Lazio Innova POR) and private funds. It is now looking for **a second round of funding** to support int’al expansion. The innovative start-up is supported for the product development by a team of visionary digital architects, UbiquityLab.

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We are exhibiting at stand number D-103 in the Downtown Area on Thursday, November 5.