

For Immediate Release: January 20, 2011  
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## **Human Rights Watch Releases App for iPad Using **Electric Publisher** Platform**

*App allows organization to engage its supporters with up-to-the-minute news and in-depth reports*

*Reports take full advantage of iPad features, including embedded video, color photos, and regularly updated content*

**New York, NY** - Today Human Rights Watch released its app for the iPad, developed by Electric Publisher.

The app is an innovative e-book platform that lets supporters stay up-to-date on the latest reports and news from the organization.

Readers can use the app to download and read reports from Human Rights Watch investigating human rights crises around the world and calling for action. Taking full advantage of the iPad's features, the reports include embedded video and full-color photography. New reports become available on the app as they are released.

Readers can also access news and blog entries from the Human Rights Watch Web site through an RSS feed, which updates links and photos on the app's front page.

"The iPad app gives Human Rights Watch a new platform to focus attention on human rights abuses so that we can generate pressure for positive change," said Kenneth Roth, Executive Director of Human Rights Watch. "It's an innovative way to give voice to the oppressed and hold oppressors accountable for their crimes."

"By bringing its content to the iPad, Human Rights Watch can engage with a growing digital audience," says Andy Hunter, CEO of Electric Publisher. "This app allows people to stay current on, and active in, Human Rights efforts around the globe."

Electric Publisher's app is the first by a publisher to provide a platform for a curated bookshelf. Authors, publishers and organizations can offer

multimedia material, e-books, and other content to their audiences, helping foster loyalty and connection with their readers.

The Human Rights Watch app is available in the iTunes App store:

<http://itunes.apple.com/us/app/human-rights-watch-for-ipad/id414155415?mt=8>

And on the Human Rights Watch Web site: [www.HRW.org](http://www.HRW.org).

### **About Human Rights Watch**

Human Rights Watch is one of the world's leading independent organizations dedicated to defending and protecting human rights around the world. Human Rights Watch conducts investigations and presses for an end to human rights abuses in more than 90 countries, among them some of the most dangerous and oppressed places on Earth.

For more information, contact Grace Choi, [choig@hrw.org](mailto:choig@hrw.org).

### **About Electric Publisher**

Electric Publisher, created by the publisher Electric Literature, is an affordable way for publishers and authors to create iPad/iPhone apps for a single book, a series, or their entire catalog.

Electric Publisher's apps allow authors and publishers to engage a community of readers with text messages about new releases, author news, built-in book club discussions, audio and video.

Electric Publisher believes that independent presses are vital to our culture, and is dedicated to helping smaller presses overcome the prohibitive costs of developing mobile applications.

For more information, visit [www.electricpublisher.com](http://www.electricpublisher.com).

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