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### **Findaway Introduces Comics on Playaway Launchpad**

Playaway Launchpad pre-loaded tablets are the simplest way to make digital comic book content accessible to everyone.

SOLON, OH (March 6, 2017) – Findaway, a leading provider of digital technology solutions, today announced that Playaway Launchpad’s growing content catalog now includes digital comics for kids, teens, and adults. Originally launched in 2015, Playaway Launchpad is the first-ever secure, pre-loaded tablet designed specifically for circulation and to advance the goals and mission of libraries and schools.

Comics on Playaway Launchpad is an innovative new way to circulate digital comics. Each Launchpad is pre-loaded with multiple, consecutive issues of comic book series, providing patrons and students a cohesive and immersive reading experience with a single checkout. Plus, the device, which is meant to be passed from one person to the next, offers an extended shelf life for comic content – with print versions traditionally known to only last several circulations before needing to be replaced.

Launchpad reading technology provides a comic book experience that is on par with the best digital platforms. The device has an intuitive navigation and offers guided, panel-by-panel reading, thumbnail previews, and an up-close pinch-and-zoom feature.

“Comic book demand and readership across all age segments continues to boom,” states Jennifer Leombruno, VP of the Playaway Products Group. “Launchpad is the ideal way to deliver this in-demand content with a state-of-the-art reading experience that can be picked up right off the shelves and enjoyed by everyone.”

The Launchpad comics catalog is filled with new releases, timeless brands, and popular characters that comics enthusiasts and new explorers will love. Current series includes Power Rangers, Lumberjanes, Kung Fu Panda, Jim Henson’s Fraggle Rock, Strawberry Shortcake, The Dresden Files, Sons of Anarchy, Clive Barker’s Hellraiser, and more. The diverse catalog, expanding with new comics on an ongoing basis, includes content for every age and reading level, engages reluctant readers, and serves as a powerful literacy tool for library and school programming.

Recent Launchpad device updates include a double tempered glass screen, a reinforced USB cord for enhanced durability, and a quad-core processor for greater speed. Launchpad is free of Wi-Fi and camera capabilities, providing a controlled and secure user experience. A simple one-touch reset feature erases previous user data, ensuring no staff maintenance and that Launchpad is always shelf-ready for the next checkout.

Starting at \$99, Launchpad comes with everything needed to easily build a library or classroom collection including a circulation case, a versatile bumper, and a USB/AC power adaptor. Additional accessories are sold separately.

To learn more about comics on Playaway Launchpad, visit [playaway.com/launchpad/comics](http://playaway.com/launchpad/comics)

### **About Findaway**

Findaway is a global leader in digital content delivery. With the invention of Playaway Pre-loaded Products, they transformed the way that audiobooks, eBooks, videos and learning tools are circulated in 40,000 libraries, schools, and military installations.

Playaway, Playaway View, Playaway Bookpacks, Playaway Lock and Playaway Launchpad feature custom-curated content from the industry's top publishers, studios and app providers.

Findaway also revolutionized digital audiobook delivery with AudioEngine, the industry's largest B2B audiobook delivery platforms that enables brands to deliver one of the world's largest collections of digital audiobooks within their own experience.

To learn more about Findaway and the Findawayers who make it all happen, visit [www.findaway.com](http://www.findaway.com)