

# ROGERS & COWAN

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## **IMMERSION DIGITAL ANNOUNCES GLO, THE BIBLE RE-IMAGINED FOR THE DIGITAL WORLD**

### **ZONDERVAN RELEASES INTERACTIVE, VIRTUAL BIBLE OCTOBER 15**

*"The time is right for a digital Bible designed to connect with this generation as an alternative to paper"*  
– *Glo co-creator, Nelson Saba*

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(Orlando, FL) September 24, 2009 - Releasing on Oct. 15, 2009 through Zondervan, Glo brings God's word to life with HD video and documentaries, high-resolution images, zoom-able maps, 360-degree virtual tours and more. Glo is the Bible "re-imagined for a digital world," according to Glo co-creator Nelson Saba. He and co-creator Phil Chen combined more than 12 years of expertise in interactive media to create a Bible product that would revolutionize how the Bible is experienced.

Content is accessed through Glo's five lenses: **Bible** (the text in its traditional form); **Atlas** (biblical events represented geographically); **Timeline** (biblical events represented chronologically); **Topical** (browse by subject); and **Media** (HD video, works of art, virtual tours and zoom-able high-resolution images). Additional content to the NIV Bible text and its study notes includes more than 500 virtual tours with 360-degree views, 7,500 encyclopedia articles, 2,400 high-resolution photos, 700 pieces of artwork, 3.5 hours of HD video, nearly 150 maps and much more, allowing users to immerse themselves in the world of the Bible.

"We're not just digitizing the Bible," Saba said. "We are creating a product with layers of functionality that will make Glo relevant and engaging to this generation."

Glo users have the ability to take virtual reality tours of Jerusalem in the times of Christ, then view how it appears today, explore the Sistine chapel in high definition or customize a reading plan according to their interests. No matter what portion of Scripture, what region or period of time being explored, Glo has resources that allow users to experience it.

Glo uses a natural user interface, which mimics how actual physical objects behave. This makes it easier and more intuitive to use and faster and more convenient than a paper Bible. Any chapter is accessible within two clicks, and "sessions" allow a previous location to be instantly reassessed.

"We are thrilled to partner with Immersion Digital on the groundbreaking launch of Glo," stated Chip Brown, senior vice president of Bible publishing, Zondervan. "Glo combines many of Zondervan's most popular Bible study resources with a seemingly limitless array of multimedia content, all supported by an intuitive, easy-to-use interface that delivers an interactive Bible experience unlike any other. Glo will

revolutionize the way people engage the Bible.”

Not only can users see the Bible, rather than just reading it, they can find ways the Bible applies to their everyday lives. Glo also addresses major life questions of the Christian faith. A person who’s recently engaged, for example, can pull up all the Bible’s passages regarding marriage, plus expert articles that can help him or her deal with that topic.

The five lenses also filter content in ways never before possible because searches are based on “tags.” A user can quickly, visually and intuitively conduct a complicated search, like finding all the Scriptures that feature what Jesus had to say on the subject of redemption during the Passion Week in Jerusalem. What would be an otherwise impossible search, can be done with Glo.

“Glo takes you back and brings you closer in a friendly way to help you experience the beauty and truth of Scripture,” states Phil Chen. “We are just as thirsty for its wisdom and richness to navigate life today. Glo further endeavors to inspire your participation in the grand story.”

Glo is designed to maximize and personalize reading time with customizable Bible Reading Plans and Notes. Daily devotions and synchronization capabilities across multiple devices will soon be available, so no matter where the user logs in, his or her information stays current.

Glo’s first release is for use on Windows PC, which includes laptops and slate PCs. In the coming months, Glo will be available on Windows Mobile, Mac, iPhone and popular Internet browsers.

**For more information and press materials about Glo, please visit: <http://www.pressvillage.com/glo> or <http://www.globible.com>**

**About Nelson Saba:** Saba has worked as an aeronautical engineer, in international private banking and in diverse areas of technology. He created *iLumina*, an interactive Bible and Encyclopedia Suite from Tyndale House Publishers, which has sold more than 600,000 copies. Saba has a calling to create projects that communicate Scripture and his personal vision is to use the gifts God has given him through the creation of projects and tools such as Glo, which will enable the world to know Christ.

**About Phil Chen:** Chen has extensive experience as a digital technology creator and visionary. Chen is also an ordained minister in Korea and attended Fuller Seminary to fulfill the calling he feels that God has put on his life, creating projects such as Glo and using his tech experience to create life-changing tools and resources for the world.

**About Zondervan:** Zondervan is a mission-driven and values-based company. Their organizational culture is uniquely centered on biblical principles. All its employees—from entry-level to leadership—are focused on and passionate about upholding the mission and shared values of this company. Today Zondervan products are sold to domestic and international ministries and retail facilities, including independent Christian and general bookstores and chains, general merchandisers, direct sellers and online e-tailers. Our products are available in nearly 200 languages in 60 countries.

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