



NOVA[®]

Produced for PBS by the
WGBH Science Unit



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NOVA, the PBS Science Show, Premieres First App for iPad, 'NOVA Elements,' In Conjunction with "Hunting the Elements" Film, Hosted by David Pogue

APRIL 3, 2012 – Today, NOVA, a WGBH Boston production, announced the release of its first app for iPad, NOVA Elements. The free app, available now on the App Store, takes the periodic table off the wall and puts it into users' hands, bringing life to the world's elements in colorful and dynamic ways.

NOVA Elements, featuring tech guru David Pogue, allows users to explore an interactive periodic table, build elements from their particles, construct 3D rotating molecules, and watch the two-hour NOVA program, "Hunting the Elements," premiering Wednesday, April 4th at 9PM/8c on PBS (check local listings).

"The NOVA Elements App represents a significant opportunity to engage NOVA fans in new ways with an enhanced experience," said Senior Executive Producer Paula Apsell. "It goes beyond the programming on some of the science topics that are most fascinating, fun and fundamental to them — in this case, exploring the elements and how they are the building blocks for people, planets and everything around us."

"NOVA Elements turns the exploration of the elements into a game that is updated over time, letting users develop an understanding of what gives each element its unique properties, and revealing why the periodic table is organized in the way it is," says NOVA's Director of New Media, Lauren Aguirre.

The NOVA Elements App allows users to:

- Learn key facts about each element: its discovery, appearance, real-world application and more.
- Play in an atomic sandbox to create any or all of the 118 elements by adding the correct number of protons, neutrons and electrons.
- Combine the elements you've built into 3D rotatable molecules found in everyday objects, like a banana or a watch, in the "My Essential Elements" game.
- Jump to related segments in NOVA's "Hunting the Elements" program with the tappable periodic table.
- Share your exploration and discoveries with tweets.
- Watch the complete two-hour NOVA program, "Hunting the Elements." Streaming is only available in the U.S. and its territories.

The NOVA Elements App is available for free from the App Store on iPad or at www.itunes.com/appstore.

About PBS

PBS, with its nearly 360 member stations, offers all Americans — from every walk of life — the opportunity to explore new ideas and new worlds through television and online content. Each month, PBS reaches 124 million people through television and 20 million people online, inviting them to experience the worlds of science, history, nature and public affairs; to hear diverse viewpoints; and to take front row seats to world-class drama and performances. PBS' broad array of programs has been consistently honored by the industry's most coveted award competitions. Teachers of children from pre-K through 12th grade turn to PBS for digital content and services that help bring classroom lessons to life. PBS' premier children's TV programming and its website, pbskids.org, are parents' and teachers' most trusted partners in inspiring and nurturing curiosity and love of learning in children. More information about PBS is available at www.pbs.org, one of the leading dot-org websites on the Internet, or by following PBS on Twitter, Facebook or through our apps for mobile devices. Specific program information and updates for press are available at pbs.org/pressroom or by following PBS Pressroom on Twitter.

About WGBH

WGBH Boston is America's preeminent public broadcaster, producing such award-winning PBS series as Masterpiece, Antiques Roadshow, Frontline, Nova, American Experience, Arthur, Curious George, and more than a dozen other prime-time, lifestyle, and children's series. WGBH's television channels include WGBH 2, WGBH 44, and digital channels World and Create. Local WGBH TV productions that focus on the region's diverse community include Greater Boston, Basic Black, and María Hinojosa: One-on-One. WGBH Radio serves listeners from Cape Cod to New Hampshire with 89.7 WGBH, Boston's NPR® Station for News and Culture; 99.5 All Classical; and WCAI, the Cape and Islands NPR® Station. WGBH also produces the national radio news program The World. WGBH is a leading producer of online content and a pioneer in developing educational multimedia and new technologies that make media accessible for people with disabilities. Find more information at www.wgbh.org.

About NOVA

Now in its 39th season, NOVA is the most-watched primetime science series on American television, reaching an average of five million viewers weekly. The series remains committed to producing in-depth science programming in the form of hour-long (and occasionally longer) documentaries, from the latest breakthroughs in technology to the deepest mysteries of the natural world. NOVA airs Wednesdays at 9pm ET/PT on WGBH Boston and most PBS stations. The Director of the WGBH Science Unit and Senior Executive Producer of NOVA is Paula S. Apsell.



Funding for NOVA is provided by David H. Koch, the Howard Hughes Medical Institute, the Corporation for Public Broadcasting, the Lockheed Martin Corporation and public television viewers.



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