



For Immediate Release

Announcing the next revolutionary product from Tyndale:

iLumina: The World's First Interactive Bible and Encyclopedia Suite

(Wheaton, IL) Tyndale House Publishers unveiled its latest revolutionary product January 4, 2002. *iLumina: Interactive Bible and Encyclopedia Suite* is the world's first CDROM product designed to open computers and DVD systems to the world of the Bible.

“We anticipate this project to change the way we view God’s word in the new Millennium,” said Ron Beers, Sr. Vice President and Publisher of Tyndale House. “Tyndale’s Living Bible changed the way we read God’s Word in the 1970’s. The Tyndale Life Application Bible changed the way we studied God’s Word in the 1980’s and 1990’s. Then, the Left Behind novel series by Tyndale changed the way we think about end times from God’s Word in the late 1990’s. Now, *iLumina* will allow us to experience God’s Word like nothing ever before it.”

iLumina fills your senses with cutting-edge computer animation, unparalleled virtual-reality tours of the Holy Land, and much more, putting the viewer right into Bible times. Famous and favorite Bible stories are “illuminated” by graphic animation – David and Goliath, Moses, and building The Ark of the Covenant, just to name a few, are among the Old Testament and New Testament history brought to life through cutting-edge animation.

Groundbreaking technology makes *iLumina* possible, but it’s the people behind the scenes—the top animators drawn from companies like Pixar, Disney, and Marvel Comics—who bring *iLumina* to life. The level of animation for *iLumina* has never been seen before for Bible stories,” said Beers. “In fact, the animators are keeping up with the technology to make this project competitive with animation in theaters today, such as *Monsters Inc.* and *Shrek*.

Best-selling New Living Translation, Life Application products, and other Tyndale reference products are combined with the animations to make *iLumina* an invaluable resource for families, Bible study leaders and all who are interested in digging deeper into the Bible. “We are creating an Encarta-like product that will open the world of the Bible,” said Beers. “You can literally read the Bible verses word-for-word, and the animation will unfold the text for you at the same time.”

Tyndale has launched www.iLumina.com to keep the public informed of the progress of *iLumina*, The Interactive Bible and Encyclopedia Suite. Visitors to *iLumina.com* can watch behind the scenes video clips of the animation process, view the promotional trailer, and register to win a trip to have their likeness appear in the animated portion of *iLumina*.

Tyndale House Publishers, a leading publisher of Bibles, books, videos, CD-ROMs, and other resources, is

located in the Chicago suburb of Carol Stream, Illinois. Now celebrating its 40th year, Tyndale House publishes New Living Translation Bibles and bestsellers, including the “Left Behind” fiction series by Jerry B. Jenkins and Tim LaHaye, plus significant books by Charles Colson, James Dobson, Josh McDowell, Francine Rivers, and others. Tyndale imprints include Tyndale Kids (including the best-selling “Little Blessings” series), mass market Living Books, marriage and family resources from Focus on the Family, plus Tyndale Entertainment (videos.)

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www.iLumina.com