

For Immediate Release

Touch Press and Profile Books are proud to announce *Incredible Numbers by Professor Ian Stewart*, an app made exclusively for iPad, which will be available on the App Store from 27th March.

Incredible Numbers by Professor Ian Stewart explores the hidden patterns that numbers can reveal in the world around us. Through eight chapters, using 23 specially written articles and 71 groundbreaking interactive demonstrations, *Incredible Numbers* guides readers through some of the most complex ideas in maths and, using clever interactive demonstrations, makes them clear and accessible.

Ian Stewart, bestselling author, Emeritus Professor of Mathematics at the University of Warwick and a Fellow of the Royal Society said, "I wanted to make an app about mathematics because with an app you can do things you just can't do in a book. Because you are seeing it happening in front of your eyes, you can concentrate on the mathematical patterns and on the numbers. You don't have to do the work yourself and you can get this experience of suddenly realising how some piece of mathematics fits together."

Chapters include:

- Secret Codes – See how the power of numbers can unlock complexity in codes. Interactive features include a fully-working Enigma Machine that lets you track the way messages are coded and decoded.
- Infinity – Explore infinity and understand what it really means to say something is infinite.
- Factorials! – How many ways can you lace your shoes? If you have four eyelets there are 24 possible lacing styles. With 12 eyelets there are 479,001,600 possibilities. See why this is so in Factorials!
- Nature – See how the Fibonacci sequence appears in the real world in beautiful and surprising ways.
- Music – Music and math share the beauty of finding patterns in complexity. Detailed interactive elements show you how they relate in real, meaningful and fun ways. You can even create your own sound waves to understand how harmonies are created.
- π – Unwrap the mysteries of π to see why it's so important (and why it's not just about circles).
- Polygons – Get to grips with shapes and polygons and see the first animated visual proof of Gauss' heptadecagon.
- Primes – Discover the mysterious patterns in prime numbers and see how difficult they are to predict.

Incredible Numbers also includes 15 of Ian Stewart's famous puzzles.

Incredible Numbers by Professor Ian Stewart is available to download from the App Store worldwide at a special launch price of \$4.99/£2.99.

Ian Stewart is available for interview. To request a free download code, interview or further information about Ian and his work, please contact:

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About Ian Stewart:

Ian Stewart was awarded the Royal Society's Michael Faraday Medal for furthering the public understanding of science, and the Zeeman Medal of the London Mathematical Society for popularising mathematics. His many popular science books for Profile include *Mathematics of Life*, *17 Equations that Changed the World* and the bestselling *Professor Stewart's Cabinet of Mathematical Curiosities* and *Professor Stewart's Hoard of Mathematical Treasures*. He has also written books about the science of Terry Pratchett's *Discworld*. He is Emeritus Professor of Mathematics and active researcher at the University of Warwick. In 2001 he was elected a Fellow of the Royal Society.

About Profile Books:

Profile Books is an award-winning independent publisher based in London and founded in 1996. They publish stimulating non-fiction in a wide range of fields, including history, business and economics, science and biography.
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About Touch Press:

Touch Press craft premium quality, beautiful apps that explore important and interesting subjects in new ways. The London-based company aims to push the creative and technological boundaries of mobile devices to inspire and delight audiences. Touch Press' apps have won numerous awards including Apple's Best iPad App of 2013. To date, twelve of the company's titles have been selected by Apple as Editor's Choice or App of the Week on App Stores worldwide.
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