

Glo Digital Bible Offers Interactive Experience

In case you don't already have enough ways to read your Bible's online, on your smartphone, on your desktop, and, of course, in old-fashioned print—Immersion Digital is offering yet one more way to connect with the Word of God.

Immersion Digital is working to add an entirely new dimension to the growing Bible market. The Glo Bible presents the oracles of God with zoom technology and a touch interface. The software comes with an interactive database of historic and contemporary information, images, animations, video, maps, and 360-degree virtual tours.

"Moving forward, we need to exploit the full potential of interactive digital media," says Nelson Saba, CEO of Immersion Digital. "Glo is a digital publishing platform that offers an enhanced user experience of content through media. Slates combine mobility, rich media and intuitive multitouch interface creating an ideal platform for experiencing our enhanced media Bible."

The makers of the Glo Bible will showcase a touch-enabled digital Bible on tablet devices at the Consumer Electronics Show in Las Vegas later this week. Microsoft actually hand picked Glo as a prime example of applications touch-tuned for a more interactive experience on Windows-based tablet devices.

"Our goal is to stimulate learning through unique and engaging interaction with immersive interactive media," Saba says. "Our versatile digital publishing platform has potential for the extensive Bible study market and well beyond in education, entertainment and business publishing for today's and tomorrow's desktop and touchscreen mobile devices. *What's your reaction to an interactive Bible? Are you into these new*

technologies or do you prefer a printed copy of the Word of God?