



## NATIONAL FILM BOARD OF CANADA LAUNCHES ENHANCED iPad APP *iTunes Canada's iPad App of the Week*

Montreal, March 29, 2011 – The [National Film Board of Canada](#) is making app news once again with the release of version 2.0 of [NFB Films for the iPad](#)—selected by iTunes Canada as the iPad App of the Week.

This latest release comes just weeks after the NFB launched this country's first film app for the Android platform.

NFB Films for the iPad will offer new features:

- A sleek new design
- Enhanced performance and stability
- The ability to support multi-tasking
- A Watch Later feature (save a film for 48 hours and watch it outside a Wi-Fi zone) that loads films in the background
- Streaming of NFB films over Airplay to your Apple TV

For those trying out the app for the first time, the basic features include:

- More than 2000 movies available for free streaming
- A Kids' channel with fun and educational content for children
- Ability to browse films by channels (thematically curated content)
- Ability to search for films by title
- Bookmarking capability so you can keep all your favourite films together

The NFB's iPad app was initially launched in the summer of 2010, and based on its acclaimed [iPhone app](#). In just over two years, NFB digital platforms have garnered accolades and awards and put Canadian cinema into the hands of audiences everywhere, with more than ten million views to date.

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### Information:

Jennifer Mair, NFB publicist  
T.: 416-954-2045 / C.: 416-436-0105  
E-mail: [j.mair@nfb.ca](mailto:j.mair@nfb.ca)

