

# Everest for the iPad

Available internationally on iTunes starting December 1st 2012

**Everest: High Expectations**, an iBook designed for the Apple iPad, is now available internationally on iTunes.

- 142 pages
- 50,000 words
- 140 photographs
- interactive slide shows
- archival audio and video clips
- online resources
- only \$9.99

Released December 1, 2012, **Everest High Expectations** is a hybrid book that combines the tradition of lush coffee table books with multimedia innovation. Readers love it...

Indelible accounts of the two expeditions that pushed Canada onto the mountaineering world stage... Timely and refreshing.

*Tom Hopkins, Toronto*

...excellent views of what Everest can be at its best: wild, challenging, dangerous and inspiring. A unique view of a unique time.

*Geoff Powter  
Voices of Adventure, Banff*

Double bonus. Everest from both the Tibet and Nepal sides on two amazing expeditions... It's a highly inspirational read featuring a slew of splendid photos from Pat Morrow. This book takes full advantage of the innovative iBooks Author format to deliver a stunning tome that puts you right on the spot, breathless on Everest.

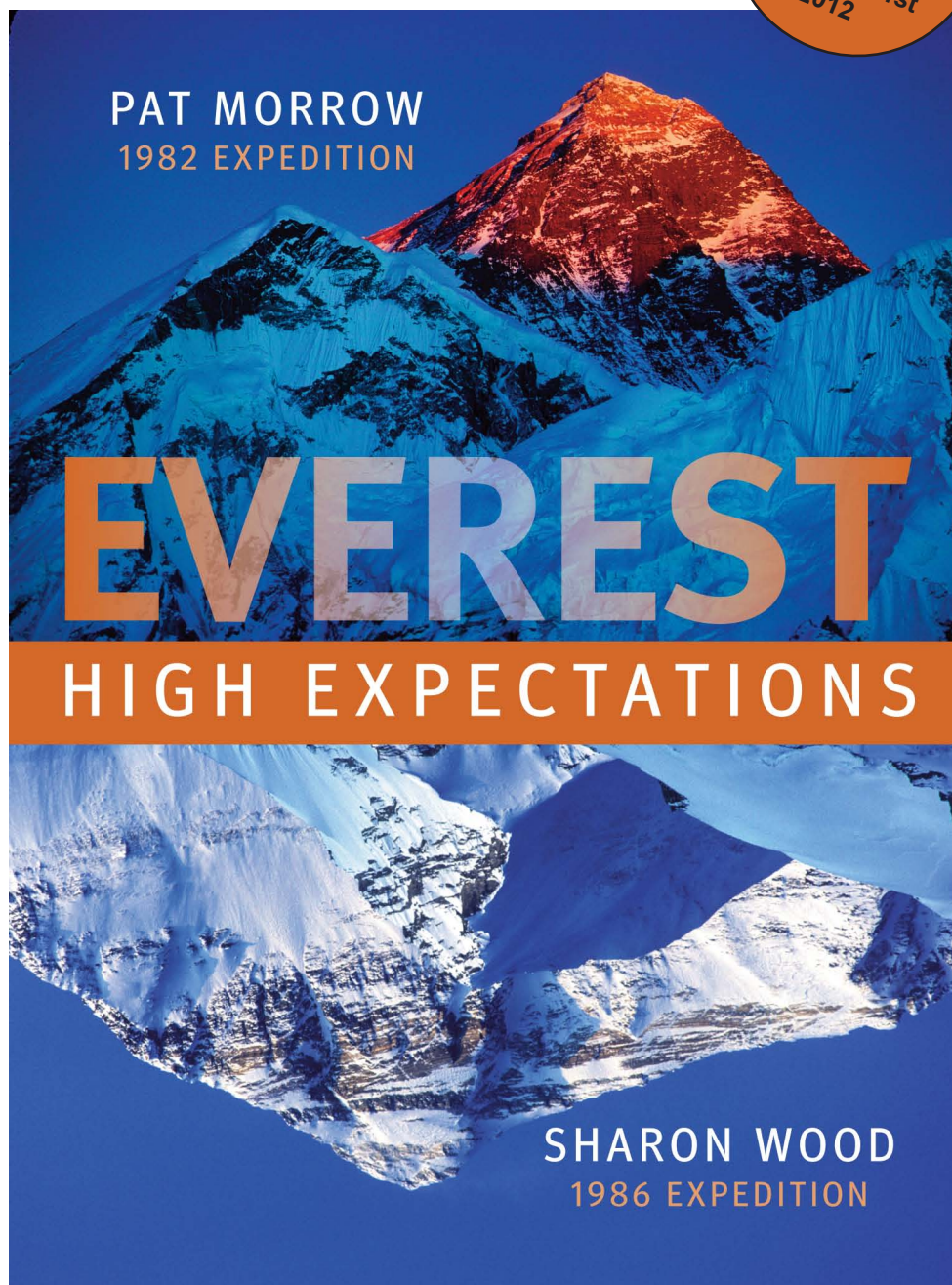
*Michael Buckley, author of  
Eccentric Explorers*



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This richly illustrated iBook, designed specifically for Apple's high-resolution iPad, tells the gripping story of two Canadian climbing expeditions that captured the attention of the mountaineering world in 1982 and 1986 — written by two climbers who reached Everest's summit in distinctly different ways.

Combining a powerful yet intimately told story with 150 colour photos, maps, archival video and audio recordings, **Everest: High Expectations** sets a new standard for illustrated books as it chronicles the quest of both Canadian expeditions to put a new route up the world's highest peak.

In 1982, a team of Canada's best climbers confidently trekked to Everest through Nepal's post-monsoon rains. Within a month, four people were dead and half the

*Continued next page...*

### Everest reviews cont'd...

*It is not often that you get a chance to join the adventures of two of Canada's pioneer Himalayan mountaineers... The narrative is greatly enhanced by Pat Morrow's stunning photography and the use of video clips... Congratulations on such an innovative project.*

*Mike Mortimer, past president,  
Alpine Club of Canada*

*This book represents a breakthrough in how climbers tell stories.... I've read other accounts of the various Canadian Everest expeditions, but the multiple storytelling and visual perspectives offered by this book retells the story in a fresh way. This book is... a trend-setter in how climbers can use this new media.*

*Saul Greenberg, mountaineer*

*...(Sharon's) personal account was most gripping when she writes about the personal ordeal, how close she constantly was to death, and reinforces to me why these beautiful crazies do these crazy, dangerous things.*

*Jason Schoonover,  
Explorers Club of Canada*

*A well-told tale. Pure gold with no dross. Photos stir the soul to soar.*

*Ron Dart, author of  
Mountaineering and  
the Humanities*

*The photos are terrific, especially on the iPad, and more abundant than any printed book can contain. The writing is as clear and direct as a high-altitude wind. Highly recommended.*

*Ergonaugh, U.S. iTunes*

*Pat, your photos are stunning. Thank you for sharing your thrilling adventure.*

*C. Lenhoff, U.S. iTunes*



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climbers had returned home. The much-diminished team salvaged the expedition by putting six climbers on the summit via the traditional South Col route, but its mission was incomplete.

Four years later, a second team returned to make mountaineering history. Not only did the 1986 Canadian Everest Light Expedition establish a new route on Everest without Sherpa support, but it also put the first North American woman on top. Despite several subsequent attempts, that route (via Tibet) has never been repeated.

This book, co-written by international adventure photojournalist Pat Morrow and alpine guide Sharon Wood, provides a fascinating insiders' look at an era when climbing with style was more important than "peak bagging" and Everest was approached only after a long mountain-climbing apprenticeship.

**High Expectations** delivers classic high-altitude drama — a near miss in a massive avalanche, speedy alpine-style ascents from the South Col to summit, a risky nighttime descent of the Hornbein Couloir, a fiery gas explosion in a tent and weeks battling jet stream winds in an atmosphere starved of oxygen.

Both authors make candid observations on how their lives were affected by the Everest experience and offer frank assessments of the change in attitude today toward Everest and climbing standards.

This multimedia Everest book marks the 30th anniversary of Morrow's summit. It is truly a classic.

**Everest: High Expectations** is published by Bungalo Books.

For additional information and a review copy of **Everest: High Expectations**, contact Frank B. Edwards at (613) 374-1243 or [publisher@bungalobooks.com](mailto:publisher@bungalobooks.com).

Please remember that **Everest: High Expectations** can only be read on Apple's iPad. It is available exclusively through the iTunes store.

Sharon Wood and Pat Morrow are well respected in the international climbing community. Both are articulate media professionals with many appearances on CBC and other media outlets. Pat's illustrated talks of mountain life are popular across the country; Sharon is an experienced and gifted inspirational speaker.

They are particularly concerned with the degradation of the climbing experience on Mount Everest due to commercialization.

To arrange interviews or presentations, contact Frank B. Edwards at Bungalo Books. (613) 374-1243



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**Pat Morrow** was a talented adventure photographer when he joined the 1982 Canadian Everest Expedition as the official photographer. He became the second Canadian to reach the summit.

He went on to pioneer the Seven Summits project (including Carstensz Pyramid, Australasia's highest peak), solving the logistical hurdles of reaching and climbing the highest mountain on all seven continents, and has spent much of the ensuing 30 years on photography and film expeditions to the ends of the earth. He currently lives in Wilmer, British Columbia, with his wife Baiba, a photographer and writer.



Pat Morrow, 1982

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**Sharon Wood** was in the vanguard of North American mountaineering long before she ascended Everest. She was the first woman to become an Association of Canadian Mountain Guides (ACMG) alpine guide in Canada; climbed Argentina's notorious French route on the South Face of Aconcagua (22,831 feet/6,959 m) alpine style; and persevered through a multi-day alpine-style climb of the Anquash Face of Huascarán Sur (22,205 feet/6,768 m) in Peru despite having a broken shoulder bone.

Sharon was the first North American woman to reach Everest's summit; her team's North Face route has never been successfully repeated. She currently lives in Canmore, Alberta, and continues to guide.



Sharon Wood, 1986

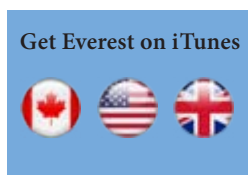


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# Bungalo Books A new generation of reading



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In a bold move to embrace a new generation of publishing, Bungalo Books has launched a line of illustrated iBooks aimed exclusively at Apple's iPad. It has stopped printing paper books to focus on the growing ebook market.

Publisher Frank B. Edwards started out in magazine publishing as a writer and editor but switched to non-fiction books when he took the helm of Camden House, a division of *Harrowsmith* and *Equinox* magazines. The company specialized in cookbooks, DIY titles and a variety of lushly illustrated coffee table books — a category that has been diminished by the recent downturn in the publishing industry.

At about the same time, Edwards launched Bungalo Books as a pet project with his friend illustrator/author John Bianchi. Edwards quit his day job three years later to work for Bungalo full-time, both as publisher and author. His first children's book, *Mortimer Mooner Stopped Taking a Bath*, sold more than 125,000 copies. (He has written two dozen other books, most of them for children.) The pair created almost 40 books together with total sales of about two million copies.

Bungalo's switch to iBooks was inspired a year ago while Edwards was attending a full-time e-publishing course at an Ontario college, learning computer code in order to produce ebooks. Midway through the school year, Apple released its revolutionary iBook Author — software that frees publishers from having to program apps. While it allows a certain degree of interactivity, Edwards liked the way it linked traditional book design to new technology. Multimedia slide shows and expanding picture portals allow for much more photography and illustration than his earlier coffee table books did. Edwards dubs his new publications *coffee table books*.

Preparation of *Everest: High Expectations* brought Edwards back together with long-time editorial collaborator Pat Morrow. The two first met when Edwards was a junior editor at *Canadian Geographic* in 1975 and Morrow dropped by his office hoping to sell an adventure photo story. It was the first of many editorial collaborations.

In 1982, Edwards edited the Canadian Everest expedition's photographs for *Equinox* magazine and, later, published a book about Morrow's Seven Summits quest.

In addition to *Everest: High Expectations*, Bungalo has also released nine of its previously published children's picture books, illustrated by John Bianchi. The New Reader series, a respected line of books designed to help young children learn to read, has been very popular in the 10 years since its first titles were released.

Bungalo Books is located in eastern Ontario near the city of Kingston.

For further information about Bungalo Books, its titles and its authors, please contact the company at (613) 374-1243 or by email — [publisher@BungaloBooks.com](mailto:publisher@BungaloBooks.com).

Additional information is available at the company website — [www.BungaloBooks.com](http://www.BungaloBooks.com)