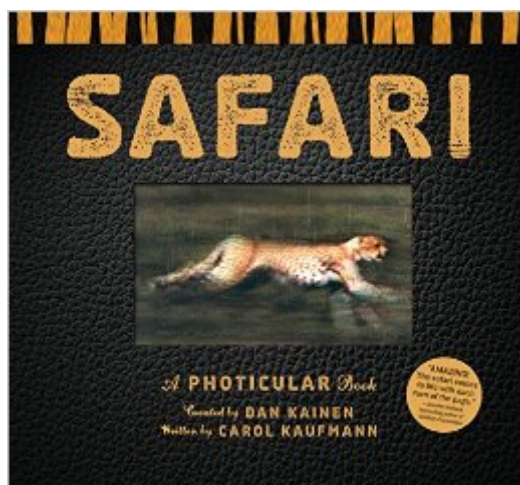


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# Safari: A Photicular Book



## Synopsis

A New York Times bestseller, Safari is a magical journey for the whole family. Readers, as if on African safari, encounter eight wild animals that come alive using never-before-seen Photicular technology. Each full-color image is like a 3-D movie on the page, delivering a rich, fluid, immersive visual experience. The result is breathtaking. The cheetah bounds. The gazelle leaps. The African elephant snaps its ears. The gorilla munches the leaves off a branch. It's mesmerizing, as visually immediate as a National Geographic or Animal Planet special. Accompanying the images is Safari, the guide: It begins with an evocative journal of a safari along the Mara River in Kenya and interweaves the history of safaris. Then for each animal there is a lively, informative essay and an at-a-glance list of important facts. It's the romance of being on safari—and the thrill of seeing the animals in motion—in a book unlike any other.

## Book Information

Series: Photicular

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Product Dimensions: 8.4 x 2 x 8.4 inches

Shipping Weight: 2 pounds (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 stars See all reviews (273 customer reviews)

Best Sellers Rank: #10,912 in Books (See Top 100 in Books) #1 in Books > Travel > Africa > Kenya #2 in Books > Travel > Africa > General #4 in Books > Travel > Pictorial

## Customer Reviews

When I first saw the photiclar technology that made this book possible I was really quite impressed. The DIY technology is compelling enough that one could spend an hour or so just flipping back and forth through the pages, saying "how the heck did he do that." And for kids? Forget about it! The fascination is potentially endless. So I was sold just on the tech alone. But when I got past the tech to the actual 'book' I found a nicely written history of the 'Safari,' from "Out of Africa" and elephant guns, to the introduction of the modern conservation ethic and the desire to see wildlife without bringing home a pelt to remember the journey. To make it better, each illustration comes with a 'baseball card' full of information about each animal. It's a wonderful journey, a

fascinating technological accomplishment and if it's sitting around on your coffee table, you can't help but flip through it. If you're looking for a cool gift, this is it.

About 15 years ago at the Annual Toy Fair in New York I first saw some hanging mobiles using a technology called scanimation where the revolving image would appear to move. They were new clever but basically black and white images on a translucent piece of plastic. There is a book called "Gallop" that was published including a few of these. At this year's Book Expo (in May) I spotted this new book - "Safari" - that appeared to use the same technology. A closer look at the mock-up (it only had the cover image at that time) showed me that technology has really advanced and a new photo technology, called Photicular Technology, allows full color motion when the pages are moved. I was told the book would be "something special" and it is! Inventor and photo artist Dan Kainan has produced eight images - each of a different wild animal (Lion, Gorilla, Rhinoceros, Zebra, Elephant, Gazelle, and Giraffe- and the 4x6 images are accompanied by a page of text from National Geographic photographer Carol Kaufman. It's a beautiful and educational book you can share with your kids (but be aware that it is not sturdily bound so it will need tender treatment. Put this book on a table when you have company and watch everyone's face when they pick it up and open to the first image page! I hope you found this review both informative and helpful. Steve Ramm "Anything Phonographic"

My sons were captured by the moving images on the cover and within the book and I was transported by the safari stories so well-written by Ms. Kaufmann. Both informative and entertaining - something for the whole family to enjoy!

An amazing, ingenious creation! Each page of this book comes alive with motion - like a paper video player - with an engaging animated clip of an animal in motion. What a wonderful way to learn about nature, or just to have a fun experience up close and personal with the great beasts of Africa. Already bought 2 copies as gifts for my daughter's friends, and watched many delighted reactions as grown-ups admire the copy I have on my desk at work. It's really "next-generation book," a little treasure for anyone who loves optical wonders and smart art.

Original and attractive no doubt. I bought this for a school library and it was a perfect choice. The kids were thrilled with the way each animal moves with just no certain mechanism, for them magic. Although everyone was happy I sense the mechanism and the content of the book were

for different audiences, and this distract the attention of a good reader.

this book is amazing. i saw the video of it but still could not believe the way the pictures move..  
hopefully there will be others like this book.

I cannot believe this book is not more expensive. A lot went into this. Literally, like a movie on every page. Cannot wait to give as a gift and blow my kids' minds with "videos" within the paper. Lots of interesting information about the animals. Keep in mind that you do not want to smash this book or put a lot of weight on top of it, or it will damage the photoiculars. Can only imagine how many times these pages will be flipped to see the "videos" of the animals moving!

I would give this 2.5 stars if I could. It's a fine book -- the text is well written and the pictures are moderately interesting. Thing is, one loses interest in it about 2 hours (or at least this is my observation vis-a-vis the individuals of different ages in my household who looked at it). The photographs are reasonably clear (not great, but not at all bad). Based on glowing reviews here, perhaps I expected a bit more. Regarding the binding: yes, it's a bit flimsy. For normal (adult) use, it's fine. I would think twice about gifting this to anyone younger than 14-15 however.

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