

AN INTRODUCTION TO EYEWITNESS



THE EXTRAORDINARY IS EXAMINED,
THE ORDINARY RE-EXAMINED.

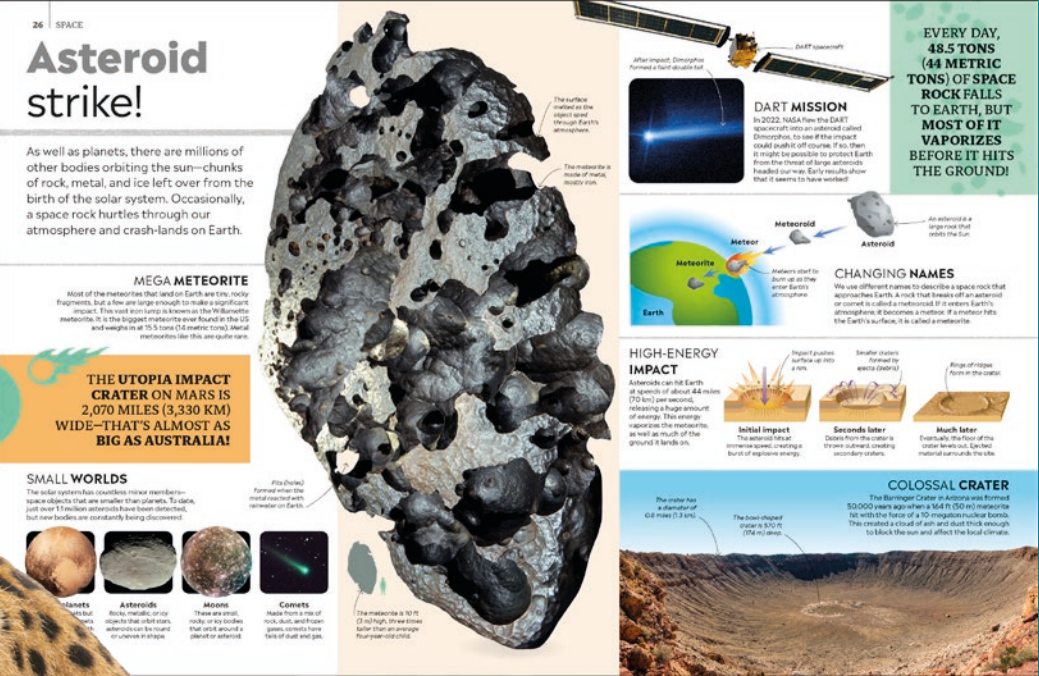
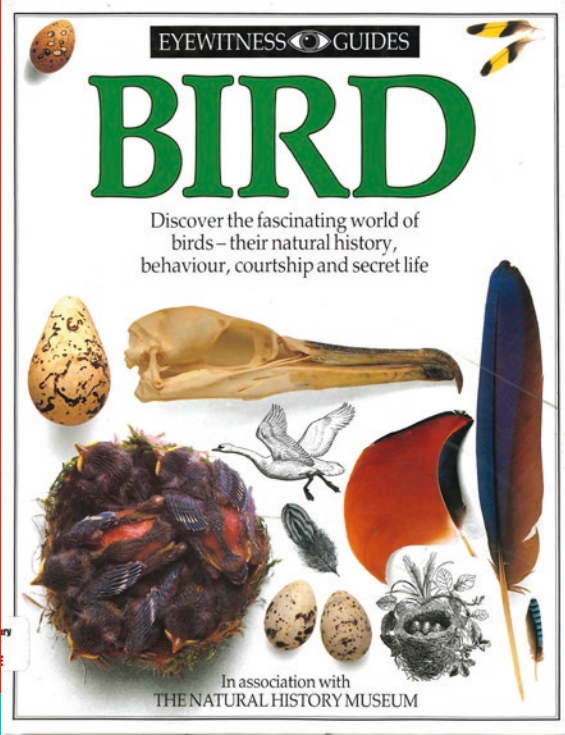
Since the publication of *Eyewitness Guides: Bird* in 1988, the DK Eyewitness series has become a bestselling and trusted resource for children and adult experts alike. **More than 41.4 million copies of DK Eyewitness books have been sold in 50 countries**, publishing in 40+ languages and covering 150+ topics.

DID YOU KNOW?

The first DK Eyewitness books published in 1988 included *Bird*, *Butterfly and Moth*, *Fish*, *Reptile*, *Rock and Mineral*, *Skeleton*, and *Tree*.

Deemed a classroom classic and childhood favorite, **DK Eyewitness redefined nonfiction literature for a generation of children.** Throughout the years, designers, editors, photographers, artists, and specialists at DK have collaborated in bringing valuable nonfiction information to life. Featuring high-quality text and visually engaging layouts, DK Eyewitness has captured the imagination of curious minds on topics from the unseen creatures of the deep sea to the strange intricacies of the human body, and so much more!

Travel back in time with DK to discover what makes this series so compelling. **Explore how DK Eyewitness books have been relaunched and refreshed with a new look, more facts, and more fun** for today's kids, while still maintaining the same well-loved, immersive approach. Plus, learn about the landmark publication of *Eyewitness Encyclopedia of Everything*, the ultimate guide to our extraordinary world.



LEARNING WITH LEXIGRAPHS

“Through the pictures I see reality.
Through the word I understand it.”
—SVEN LIDMAN

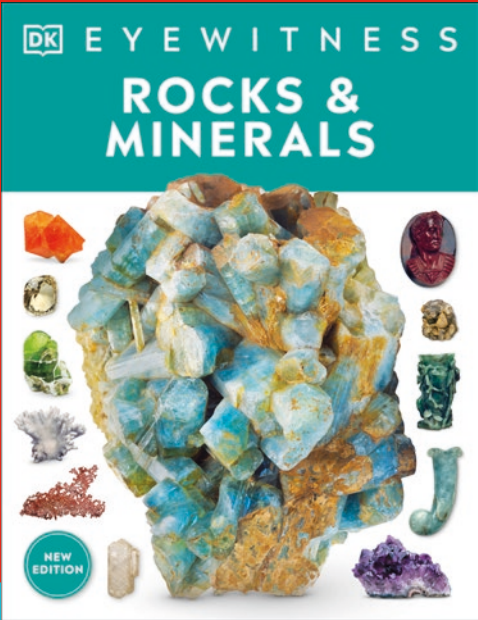
DID YOU KNOW?

The bestselling Eyewitness book worldwide is *Rocks and Minerals* with **more than 423,000+ copies sold** in the US alone.

Total number of words published across the series: **3.5 million+**

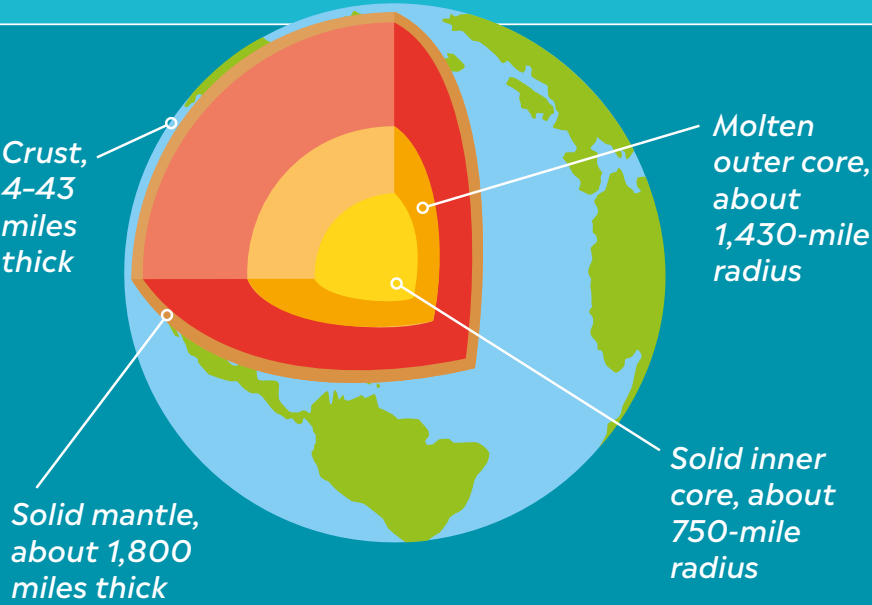
Total number of images published across the series: **45,000+**

JACK CHALLONER



ASK A SCIENTIST
How many meteorites fall to Earth every year? Thousands of meteorites that weigh more than 1 lb fall to Earth every year, though most land in the sea or in deserts. Learn more about this and other cool facts in *DK Eyewitness Rocks and Minerals*.

Educational psychologists have discovered that it is simple curiosity that motivates us to learn. Research also shows that people learn most effectively when they can connect new facts to what they already know. DK Eyewitness books’ distinct design and layout breaks down each topic and picture into parts, allowing readers to enter the page on multiple levels and personalize their learning experiences. DK has coined this system of information **LEXIGRAPHIC DESIGN**.



No matter the subject or the reader’s depth of interest, the self-contained **LEXIGRAPHIC DESIGN** can be dipped into or read in its entirety, leading readers to make new discoveries in their own ways. The clarity of the pictures and distribution of rich details make it possible for even young readers to browse the information. By inviting readers to explore topics at their own pace and engage with visually rich content, **DK Eyewitness books empower avid learners of all ages to uncover new insights about the wonders in our world.**

DEDICATED TEAMWORK

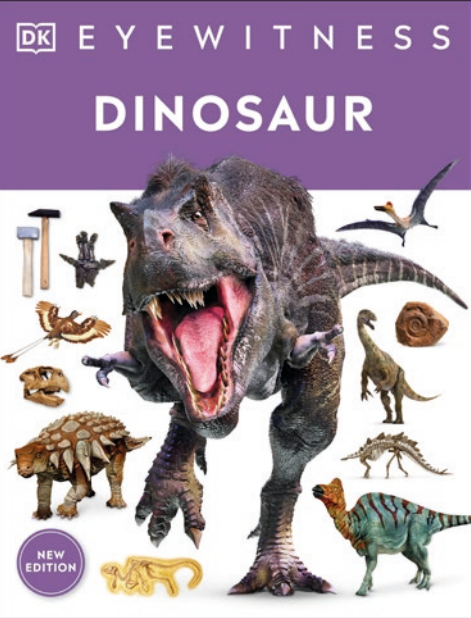
DK EYEWITNESS

DID YOU KNOW?

Since 1988, more than 150 topics have been covered in DK Eyewitness books.

When you read a DK Eyewitness book, you become the beneficiaries of years of authority, expertise, and research. A team of specialists will have worked on this one book for many months—even years! Rarely is this level of collective knowledge gathered in one place.

DARREN NAISH



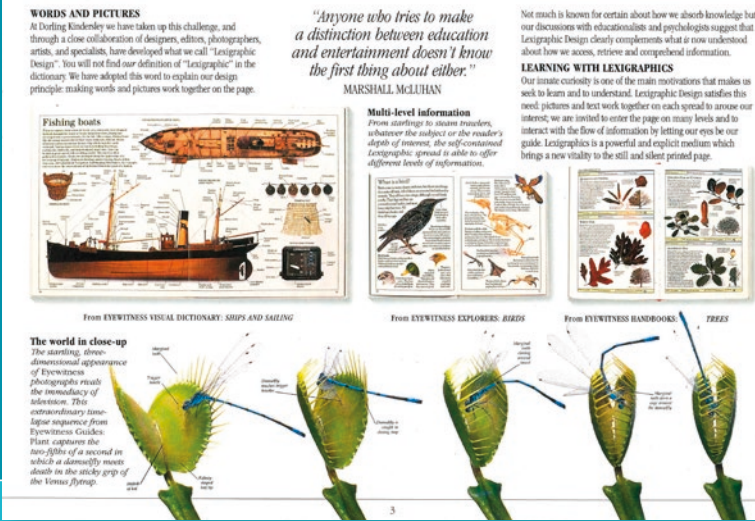
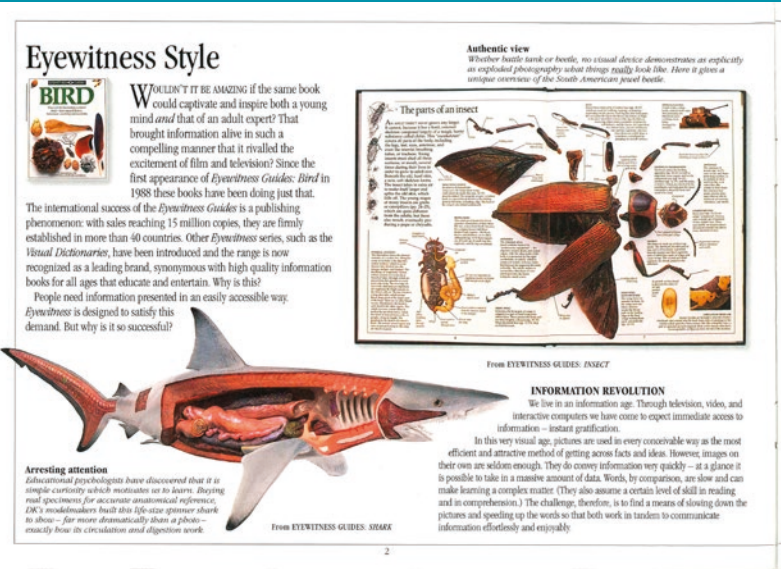
ASK A PALEONTOLOGIST

How many species of dinosaurs were there? Scientists have found fossils of more than 800 species of dinosaur. Learn more about this and other cool facts in *DK Eyewitness Dinosaur*.

DK's editors and designers scour the globe for the very finest examples; work with major institutions and organizations such as national museums, private collections, and research centers around the world; and consult the most distinguished authors in the field. The result is an extraordinary collection of items it would otherwise be impossible for us to see and study without considerable expenditure in time and money. Whatever the subject covered, no effort or expense is spared to make the DK Eyewitness titles the most outstanding range of information books on their market.



The DK team has nurtured flowers for time-lapse sequences, investigated mummy storage vaults to provide readers a view that no ordinary museum visitor would ever be likely to see, and trained fish to get the perfect close-up image of an archerfish capturing its prey.



MODERNIZATION OF A CLASSIC SERIES

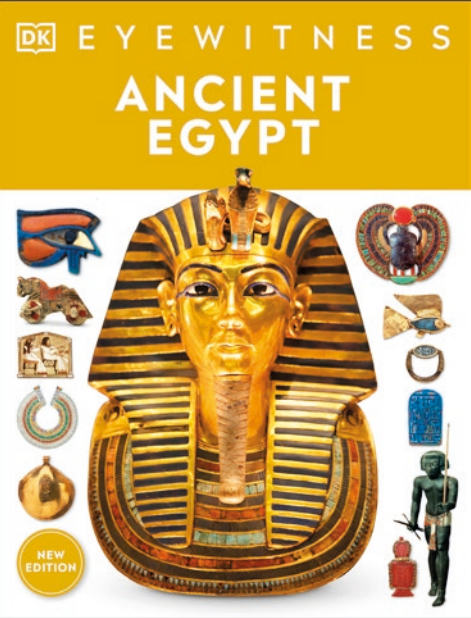
DK EYEWITNESS

DID YOU KNOW?

Since 1988, more than 41.4 million copies of DK Eyewitness Books have been sold worldwide.

In the 35 years since it was first released, the DK Eyewitness series has been through several iterations, always meeting the needs of the time. From the originals, to versions with posters, to those with CDs and DVDs, each has brought us to the present. Now, those who grew up reading them have a deep sense of nostalgia around the books and are sharing them with their own children, students, and patrons in their newest format, which was first released in August 2021.

JOANN FLETCHER



ASK AN EGYPTOLOGIST

Were most Ancient Egyptians literate?
Only around 1 percent of Ancient Egyptians could read and write. They were known as scribes and held high positions in society. Learn more about this and other cool facts in *DK Eyewitness Ancient Egypt*.

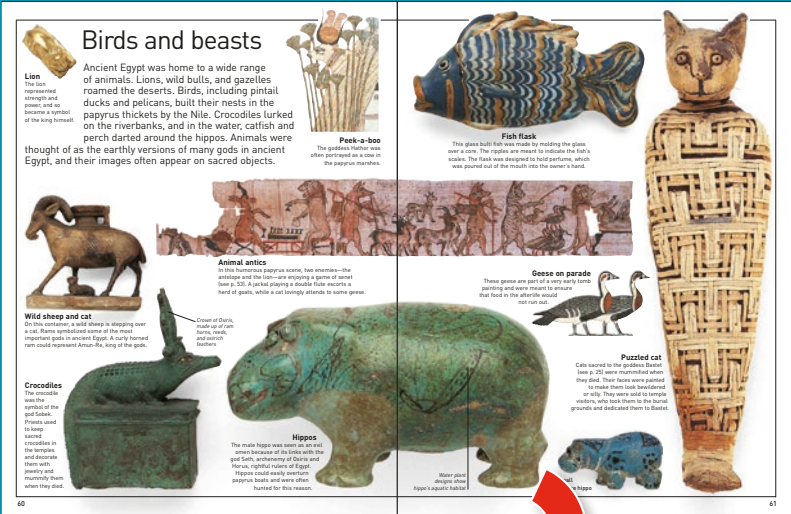
THE NEWEST VERSION OF THE SERIES HAS SEVERAL IMPROVEMENTS:

- New, bold jacket design
- Updated fonts and format for a better flow
- Up to 20% new photography and updated diagrams
- All information updated by expert consultants
- New “eyewitness” account boxes, providing expanded background information



BUT IT STILL HAS THE SAME HANDY LAYOUT AND TIMELY, TRUSTED TOPICS THAT YOUNG READERS KNOW AND LOVE!

BEFORE



AFTER



DK EYEWITNESS

EYEWITNESS ENCYCLOPEDIA OF EVERYTHING is packed with facts and stats, quizzes, interviews with experts, and more than 1,500 images to bring it all to life on its 400 pages.

