



# THALAMUS

GRIPPING & UP-TO-THE-MINUTE —  
URSULA POZNANSKI'S  
NEW **MEDICAL THRILLER**



**URSULA POZNANSKI** is one of the most successful German language thriller authors, translated into 36 languages. Her debut *Erebos*, published in 2010, received quite a few awards (e.g. *German YA Literature Award*) and made her very popular and much asked for even today. None of Loewe's titles is still today more successful than *Erebos*. Her thriller consistently enter the best-seller lists and all translations are supported by grants of the Austrian government.

# ASKING URSULA POZNANSKI

Your last thriller **AQUILA** is set in a picturesque Italian city – where does your new story take us?

*Markwald Yard* is located in a scenic area - embedded in trees and meadows - but quite far away from the nearest town around. You'll get to know a remote and mysterious rehabilitation clinic which aims to give Young Adults and grown-ups a leg-up. After accidents and capital operations with heavy neurological aftermaths.

Did your experiences as a medical journalist influence your choice of this setting?

Probably yes. My novels are always influenced by something medical. Although I often don't even notice that. But this time it is the central topic: I can still tell the beans about the human brain being the central topic. Of course, my certain amount of medical knowledge was really helpful.

But the brain is a quite complex topic. Did you consult experts for advice and informations?

I still have a few reference books at home. I specifically used one of these books (I won't reveal which one because that would blow too much ;-)) and I couldn't really grasp how much is on the cards already and will be possible soon. Then I of course came up with a few things on my own as usual actually. That created a quite wide base for the story.

And what is hidden behind the title **THALAMUS**? What does it mean?

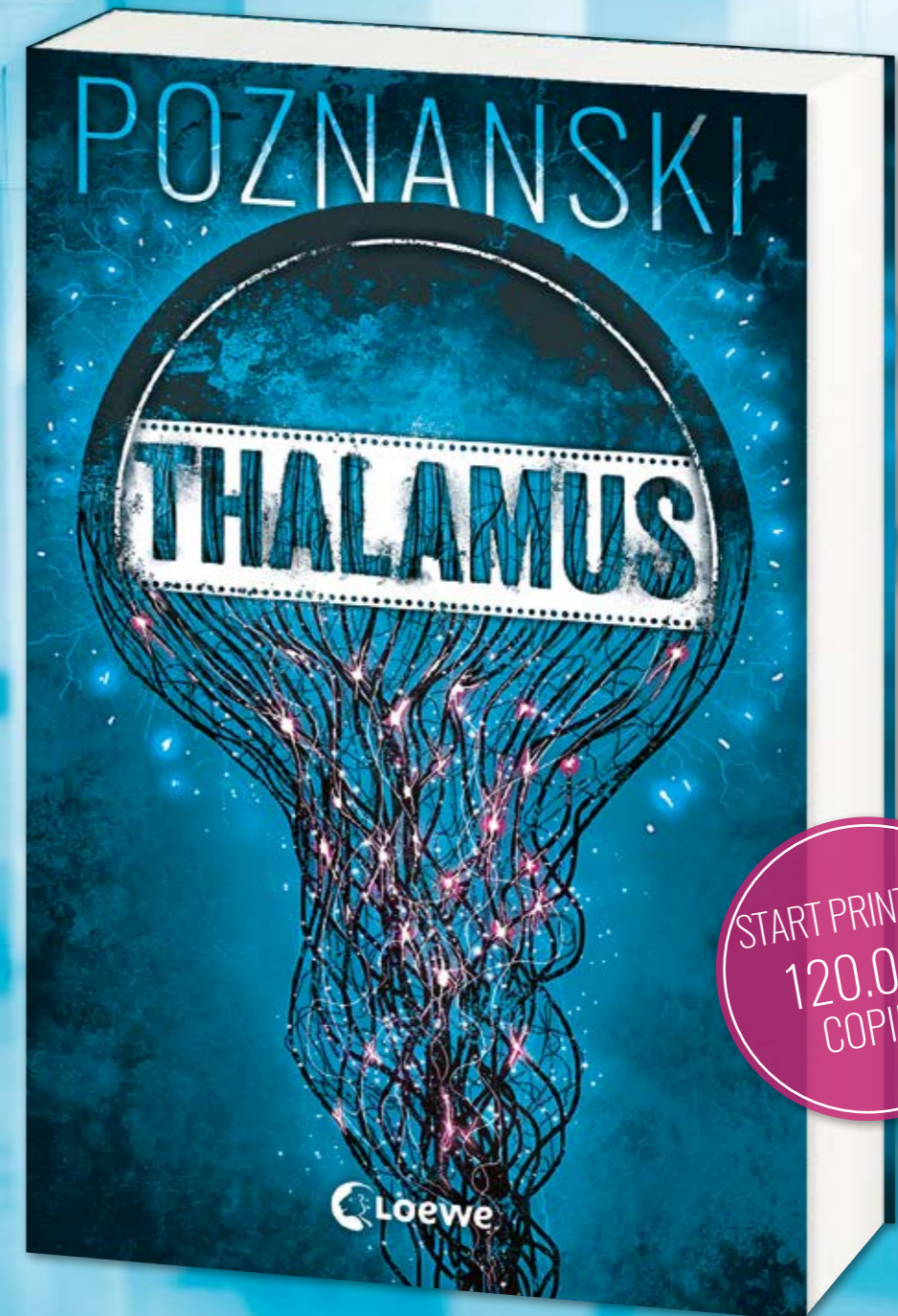
The thalamus is part of the diencephalon and similar to a nerve center of the brain. You could call it the control centre. It is often called the 'Consciousness Gate' because it portions out the processing of sensory stimuli to the proper departments in the brain. Unrelevant things are filtered and sorted out. Thus, an injured thalamus can mean wide-reaching consequences - not only physically but also psychologically.

HE CAN DO THINGS,  
HE SHOULDN'T BE ABLE TO.  
HE KNOWS THINGS,  
HE SHOULDN'T BE AWARE OF ...

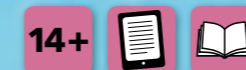
**Thalamus [noun]** – Anatomy: Part of the human brain relaying sensory information and acting as a centre for pain perception. Acting as a filter and settling which information is necessary for the organism and controlling its flow to the cortex. Thus often referred to as 'Consciousness Gate'. Peripheral injury results in anatomic and physiologic changes within the sensory thalamus.

17-year-old Timo recovers from a serious accident at a remote rehab clinic. Soon, he realizes that there is something amiss. A boy in a vegetative coma, an otherwise hopeless case, walks around by night and threatens to kill Timo if he ever tells on him. He develops new abilities himself although his injuries still impair him immensely. Timo soon notices to have changed. But he can't talk anymore. Even writing is too exhausting with a damaged brain so no one knows that he does things and knows stuff he shouldn't...

- ✓ **Extremely gripping**  
*Medical Thriller extraordinaire*
- ✓ **#1 Best-selling title in Children's and YA books right after publication!**
- ✓ **Guaranteed Translation Grants**



START PRINT RUN  
120.000  
COPIES



**Ursula Poznanski**  
**Thalamus**

**13th August 2018**

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Trade Paperback

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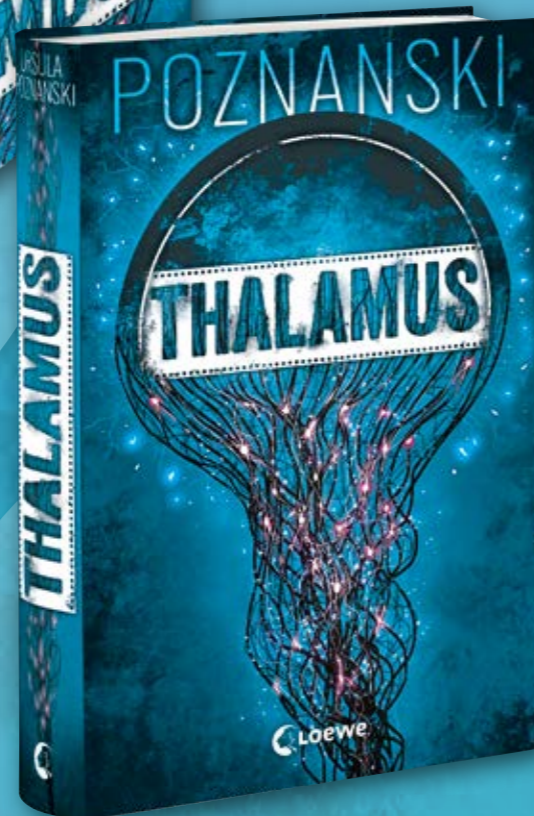


Audio book  
published by  
Der Hörverlag

# IT LOOKS LIKE THIS ... IN THE STORES



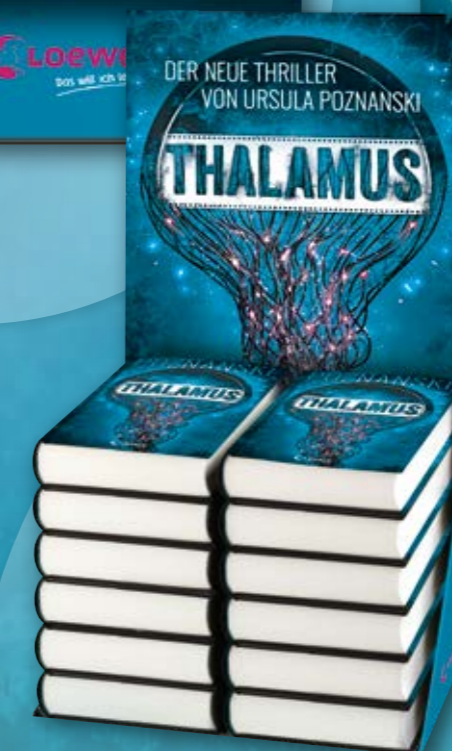
Full range  
(250 copies)



Big Book (30x15x75 cm),



Double-sided  
Banner



Display  
(20 copies)



Power Tower  
(50 copies)

# THE SECRET OF MARKETING

- “An All-Age Fiction highlight - heart-stopping!”  
*welovebooks.de*
- “She thinks ahead in potential and risks of modern brain research, fingers on the pulse of time again - Dark mystery fraught with tension!” *BuchMarkt*
- “A faith healing which remains a mystery - An exciting-as-usual biotechnological thriller by Ursula Poznanski who delves into the medical universe.” *Wiener Zeitung*
- Largely present in social media!



- [www.thalamus-buch.de](http://www.thalamus-buch.de)



[WWW.THALAMUS-BUCH.DE](http://WWW.THALAMUS-BUCH.DE)

Full-HD spots at all main-line stations from the release date

- Large media penetration reaching a young and mobile target group
- More than 1.200 Screens in maximum frequency passage areas
- Attracting attention in sync on the box within sight



MORE THAN  
7,5 MIO.  
PEOPLE  
SEE THIS!



Ground posters in most popular rail stations

- For 4 weeks after publication
- Positioned in the main areas
- Eye-Catcher for an active target group

# POZI'S BEST-SELLER BACKLIST

- Events and readings from September until November
- Huge Event with Fanmeeting at Frankfurt Bookfair

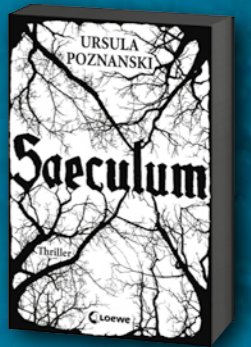


WELL-KNOWN AND  
HIGHLY POPULAR AUTHOR

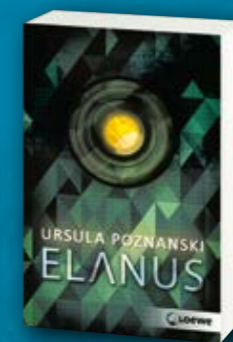
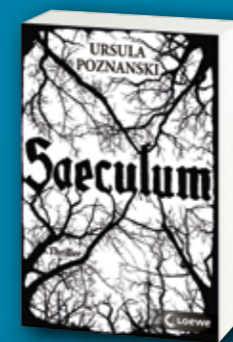
Ursula Poznanski's  
books get lots of  
exposure and have  
a great press!



## TRADEPAPERBACK



## PAPERBACK



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