



KidSpring Studio featured on Moms With Apps “App Friday” Promotion

KidSpring Studio introduces two new apps

SUNNYVALE, (Jun. 17, 2011) – KidSpring Studio, a producer of next generation apps on iPad and Android tablets for early childhood education, has today announced the successful recent release of two new applications for iPad tablets, iPhones and iPod Touch devices. **1 ~ 1 0 0** (Find & Match Numbers – Sharks) and Alphabet Letter & Number Sequencing - Space Aliens are the latest apps from KidSpring Studio and both will be featured on the popular Moms With Apps App Friday promotion scheduled for Friday June 17, 2011.

1 ~ 1 0 0 (Find & Match Numbers – Sharks) is an application designed for early childhood and preschool development which helps to teach children number names from 1 to 100 and challenges them to search, identify and match the numbers. The "Sharks" theme incorporates an oceanic setting with hungry sharks eager to eat matching numbers. The numbers are accompanied by various types of food your child can feed to the sharks. What's special about this app is while many apps focus on counting and numbers, the majority tend to focus on the introductory concepts geared for younger children (ie, numbers 1 through 10 or 1 through 20) leaving a gap for children who have mastered that range and are ready for subsequent challenges. With 1 - 100 (Find & Match Numbers - Sharks) children will learn through interactive discovery and matching of number characters and names ranging from 1 to 100. The universal app is designed for kindergarten aged children (4,5,6) and offers 5 distinct modes of play which focus on specific number ranges plus a mode for a mix of all numbers between 1 and 100. There is also a teach assist mode which can be turned on in the parental settings menu which gives visual hints to help the children learn unfamiliar numbers.

Cognitive developmental concepts include:

- Number character matching
- Audio recognition of number names
- Numbers ranging from 1 to 100
- Memory development
- Refinement of fine motor skills

Key Features include:

- 6 distinct modes of play which focus on specific number ranges and mix of all numbers between 1 and 100
- Configurable teach assist mode of operation to help children learn numbers
- Easy to use and tested by children in focus groups
- Audio recorded by children for peer association
- “Sticker Book”, audio and animated graphics deliver praise and rewards throughout
- Audio confirmation of number characters
- Beautiful professional illustrations

Alphabet Letter & Number Sequencing - Space Aliens is an application designed for early childhood development which helps to teach children alphabet letter and number (ABC and 123) sequencing and challenges them to search, identify and complete three-character sequencing puzzles. The "Space Aliens" theme incorporates an outer space setting with various space aliens who need to be matched with a corresponding rocket ship to blast off into outer space. The letters and numbers are associated with a friendly space alien your child can place into the rocket ship. What's special about this app is that it emphasizes the comprehension of alphabet and number sequencing which is one step beyond the memorization stage. This app is a universal app and it's designed for kindergarten aged children (ages 4,5,6).

Cognitive developmental concepts include:

- Alphabet and number character sequencing
- Audio recognition of alphabet letter and number names
- Memory development
- Refinement of fine motor skills



Key Features include:

- 4 distinct modes of play which focus on upper case letters, lower case letters, numbers and a mix of all
- Configurable teach assist mode of operation to help children with hints
- Easy to use and tested by children in focus groups
- Audio recorded by children for peer association
- "Sticker Book", audio and animated graphics deliver praise and rewards throughout
- Audio confirmation of number and alphabet characters
- Beautiful professional illustrations

Both 1 ~ 1 0 0 (Find & Match Numbers – Sharks) and Alphabet Letter & Number Sequencing - Space Aliens are universal apps designed to operate on iPads, iPhones and iPod Touch devices. Other KidSpring Studio apps which will also be discounted during the App Friday promotion include:

- Toddler Counting & Alphabets - Pond Life
- Toddler Counting & Alphabets - Dinosaurs
- Preschool Find & Match Alphabet Letters & Numbers - Goldfish
- Preschool Matching - Alphabet Letters, Numbers & Quantities, Colors & Shapes

About Moms With Apps

Moms With Apps is a collaborative group of family-friendly developers seeking to promote quality apps for kids and families.

To learn more, please visit: <http://momswithapps.com/>

About KidSpring Studio

KidSpring Studio produces next generation apps on iPad and Android tablets for early childhood education. KidSpring apps foster the learning process and nurture a child's development by harnessing today's technology to create new learning experiences for children. KidSpring apps focus on specific educational concepts for a particular stage in a child's perceptual, motor, social and intellectual development. The cognitive building blocks and interaction modalities behind each app are derived from experimental observations of children interacting with their environment as they play and learn. KidSpring Studio is a creation of Space Machine, based in Silicon Valley, California and founded in 1999. (C) KidSpring Studio 2011. All Rights Reserved. Apple, the Apple logo, iPhone, iPod and iPad are registered trademarks of Apple Inc. in the U.S. and/or other countries.

To learn more, please visit: www.kidspring.net.

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