



Discover some of the world's most incredible animals in Tinybop's new app, Mammals



(BROOKLYN, NY, MARCH 2017): Tinybop, Inc., makers of award-winning educational apps loved by millions of kids around the world, has launched *Mammals* on the App Store, the latest addition to its series of STEM apps for kids, *The Explorer's Library*.

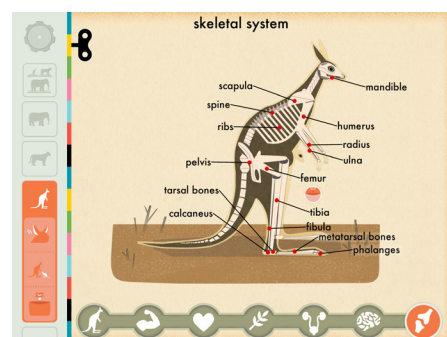
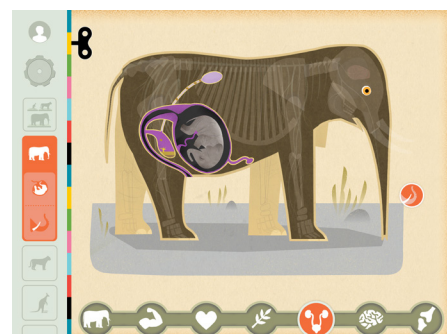
Mammals immerses kids in the fascinating world of mammals to spark a deeper understanding of these incredible animals. Kids can discover how the animals play, grow, see, eat, move and feel. Future zoologists are able to explore dynamic working models of different mammals, including their skeletal, muscular, nervous, circulatory, respiratory, and digestive systems.

Featuring original artwork by U.S. based illustrator, Wenjia Tang, the app's illustrations react dynamically to kids' touch; physics-based animations and sounds encourage curiosity. Every mammal is interactive, allowing kids to look through the eyes of each, and learn how an elephant uses its trunk, discover how a tiger senses what's near with its whiskers, see how kangaroos care for their young, find out how bats use echolocation, and more.

Tinybop's founder and CEO Raul Gutierrez, explains: *I don't think I'm going out on a limb in saying most kids are fascinated with animals. With many kids, that fascination starts with mammals (kids are often surprised to learn they are mammals themselves). My boys are city kids who love zoos and natural history museums; the challenge with Mammals the app was creating interactions that enhance those real world experiences. We did that by diving into animal anatomy. If we've done our job, kids who explore the app will be full of questions, not just about tigers and bats, but also about pet dogs and cats, and ultimately about themselves.*

To support kids' learning, parents and teachers can download *The Mammals Handbook*, a free, expert-reviewed companion to the app. *The Mammals Handbook* includes background information, discussion questions, and technology tips. It's available in the app's dashboard for parents and at www.tinybop.com in 40+ languages.

Mammals is No. 9 in Tinybop's *Explorer's Library*, a series of STEM apps for kids, designed to inspire curiosity and foster lifelong learning about the world. *Mammals* and other *Explorer's Library* apps teach science literacy by encouraging a child's natural tendency to learn by observing, questioning,



NO. 9 OF
EXPLORER'S LIBRARY



Mammals is available worldwide on the App Store.

and experimenting. Tinybop's *Explorer's Library* lets kids explore a broad range of topics: anatomy in *The Human Body*, botany in *Plants*, geography in *Homes*, physics in *Simple Machines*, geology in *The Earth*, meteorology in *Weather*, engineering in *Skyscrapers*, and astronomy in *Space*.

ABOUT TINYBOP

Tinybop is a Brooklyn-based studio of designers, engineers, and artists building apps to delight, inspire, and educate. It was founded in 2012, by Raul Gutierrez, a father of two with 20+ years of experience in the arts and technology.

Tinybop's award-winning constellation of apps currently consists of two growing series, *The Explorer's Library* and *Digital Toys*. *Digital Toys* currently comprises five open-ended building apps that empower kids to create and play with whatever they can imagine. *The Explorer's Library* consists of nine inspirational and interactive sandbox apps for kids, and is designed to teach STEM fundamentals while introducing kids to big ideas.

Tinybop's apps have won a number of accolades: *The Robot Factory* won 2015 iPad App of the Year and *The Human Body* was named one of Parents Magazines' Best Apps for Families. *The Human Body*, has also reached the #1 spot on the App Store's education charts in 143 countries, and has been downloaded by more than six million families worldwide. *Homes* and *Simple Machines* are Parent's Choice Gold Award Winners, and *The Everything Machine* was named AASL's Best App for Teaching and Learning.

Tinybop believes screen time can be family time and is committed to supporting kids, parents, and teachers learning together. Tinybop apps have kid-friendly designs and extras for grownups, including dashboards, handbooks with tips and ideas to further learning.

For more information, please visit www.tinybop.com/press.

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