

Tinybop launches Plants



(BROOKLYN, NY, MAY 2014): Tinybop, Inc., a studio building apps for curious kids 4+, has launched *Plants* for iPhone, iPad and iPod touch. *Plants* is the second app in the *Explorer's Library*, a series of playscapes that spark discovery and a deeper understanding of the world. Tinybop's award-winning first title, *The Human Body*, reached the #1 spot on the App Store's education charts in 143 countries and was named one of the App Store's Best of 2013. *Plants* is now available on the App Store in 50+ languages.

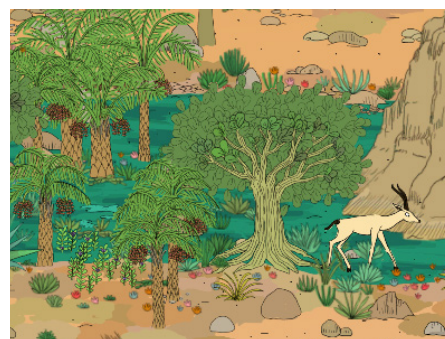
A detailed, interactive diorama based on the earth's biomes, *Plants* immerses kids in the wild realms of the green kingdom. Dive into flora, spin through seasons, rule the weather and spark wildfires, spy life below ground, and befriend fauna.

Plants rewards hours of open play: with algorithmic animations, kids uncover new surprises in every exploration. Crash storm clouds till lightning strikes, send deer dashing through the forest, and squelch desert succulents. Dozens of species spring to life from the scientific rigor and kaleidoscopic whimsy of Marie Caudry's original artwork.

Plants aligns with STEM and offers a free handbook with questions and fun facts to kindle conversations. In each biome, kids can toggle through text labels, including the scientific names of flora and fauna.

All Tinybop apps are kid- and parent-tested. A universal dashboard lets parents support their kids' learning and track their progress across Tinybop apps. Parents and kids can pass questions and messages to each other through a recording tool. Tinybop takes children's privacy seriously. Tinybop apps never advertise to kids and are COPPA compliant.

Plants features the forest and desert at the introductory price of \$1.99. Buy the app now and receive the next two biomes, the tundra and grasslands, for free when they're released later this year. The app's price will increase as more biomes arrive. Four new biomes, including the taiga, tropical savanna, tropical rainforest, and mangroves, are forthcoming.



Tinybop's Founder and CEO, Raul Gutierrez says:

"Our engineers and designers brought the app to life by combining algorithmic system dynamics, particle physics, artificial intelligence, and digital puppetry. We wanted the interactions to feel as real as possible: leaves change color and fall, flowers bloom with the seasons, animals burrow for the winter. The result is a series of small electronic wonderlands that we hope will delight children and encourage them to learn and ask questions as they play."

Each biome is full of subtle and deep interactions, a hallmark of all Tinybop apps. I couldn't be more proud of Tinybop's second."



Forest



Desert



Tundra (coming soon)



Grasslands (coming soon)



Plants is available for an introductory price of \$1.99 from the App Store on iPhone, iPad and iPod touch or at www.AppStore.com.

ABOUT TINYBOP

Tinybop brings designers, engineers, and artists together to build toys that delight, inspire, and educate.

Tinybop was founded in 2012 by Raul Gutierrez, a father of two with 20 years' experience in the arts and technology. Tinybop is a growing team of 17+.

Tinybop closed a seed round of investment in 2012 and an A round in 2013. Tinybop's investors include RRE, Two Sigma, KEC Ventures, Kapor Capital (Mitch Kapor), and Brooklyn Bridge Ventures (Charlie O'Donnell).

Tinybop collaborates with an artist on every app. *Plants* features original artwork by French illustrator Marie Caudry (<http://mariecaudry.free.fr/>). Teeming with details and humor, Marie's work is celebrated by a global audience.

Tinybop's first app, *The Human Body*, illustrated by award-winning artist Kelli Anderson, has been downloaded over 4.9 million times. It was named one of the App Store's Best of 2013.

For more detailed information, download a press kit with screenshots and additional resources and assets at www.tinybop.com/press.

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