

Tinybop's new app, Simple Machines for iPhone, iPad, and iPod touch, explores STEM's playful side



(BROOKLYN, NY, MAY 2015): Tinybop, Inc., the studio creating award-winning educational apps for kids 4+, today launched *Simple Machines* on the App Store. It's the fourth app in Tinybop's *Explorer's Library*, a series of interactive playscapes that let kids dive deep into big ideas.

Simple Machines explores the playful side of STEM. Kids manipulate inclined planes, levers, screws, wheels and axles, pulleys, and wedges to make music, destroy a castle, lift fish tanks, bike over obstacles, send airplanes into the sky, and break up an iceberg.

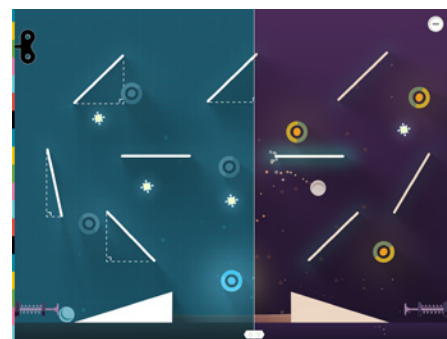
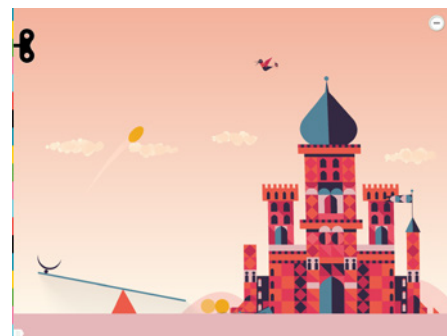
Simple Machines teaches kids how simple machines do work, about input and output forces, push and pull, and the tradeoffs of using each machine. Sophisticated sound design and physics-based animations reward experimentation. More advanced learners can reveal and examine the invisible forces behind the machines they're manipulating. Founder and CEO Raul Gutierrez explains:

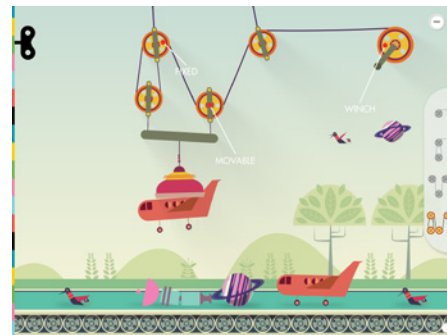
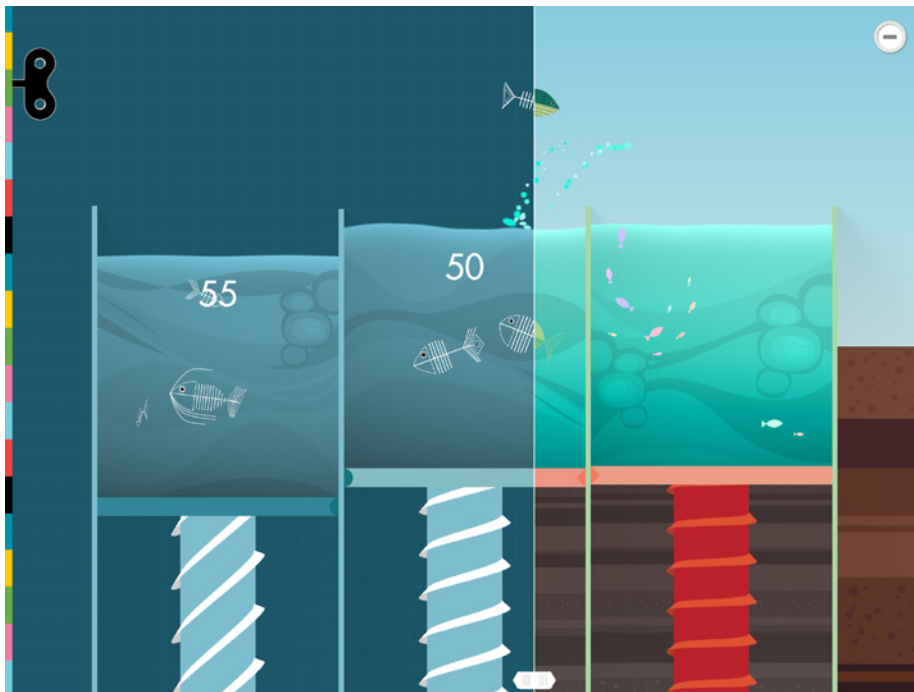
Simple machines are everywhere but they're surprisingly difficult to comprehend. In the app, kids can experiment with six machines in virtual playgrounds that reveal the invisible forces behind them in a way that physical toys can't. Our hope is that the app will spark an understanding about simple machines that kids transfer to their explorations and observations of the world around them.

Parents and teachers can support their kids' learning with the *Simple Machines Handbook*, a free download available in 8 languages. The *Simple Machines Handbook* explains the physics of each machine and offers discussion questions and activities that transfer in-app learnings to real life.

Simple Machines is the fourth app in the *Explorer's Library*, a growing series of award-winning apps that spark kids' curiosity about the world around them. Other apps in the *Explorer's Library* include *The Human Body*, kids see what we're made of and how we work, *Plants*, interactive dioramas of Earth's biomes, and *Homes*, a visit through unique households around the world. All four apps are offered together at a discounted price on the App Store in the Explorer's 1-4 bundle.

[The Simple Machines app](#) is available for \$2.99 on the App Store for iPhone, iPad, and iPod touch.





MEDIA CONTACT

EMAIL: press@tinybop.com

PHONE: 516.500.1967

www.tinybop.com

TINYBOP, INC.

540 Atlantic Avenue, 5th Floor
Brooklyn, NY 11207

ABOUT TINYBOP

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

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

Tinybop recently released *The Robot Factory*, the first app in a new series, *Digital Toys*. It quickly reached the #1 spot on the App Store's education charts in the US, Canada, Japan, Russia, and South Korea.

Tinybop collaborates with an illustrator on every app. *Simple Machines* was drawn by James Gilleard. Find more about him at www.jamesgilleard.com.

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



Simple Machines is available worldwide on the App Store.