



New features in Tinybop's ground-breaking app, *The Human Body*



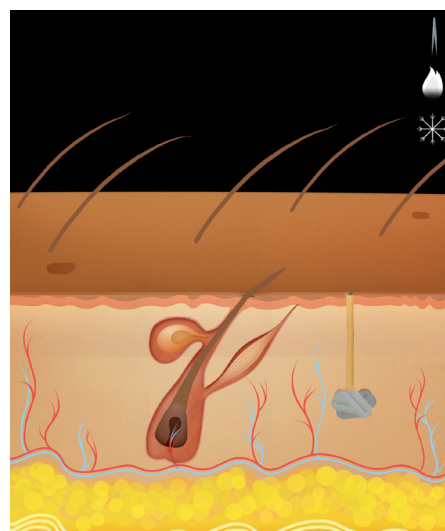
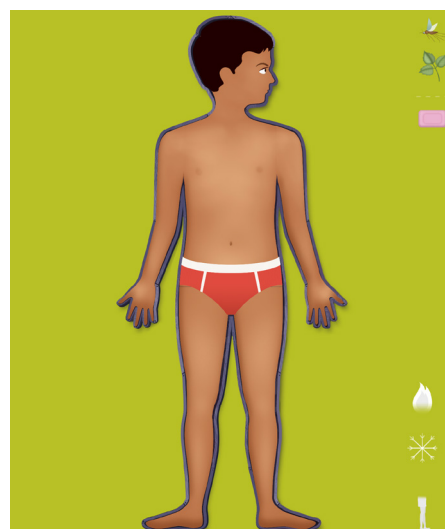
(BROOKLYN, NY, JANUARY 2017): Tinybop, Inc., makers of award-winning educational apps loved by millions of kids around the world, is pleased to announce a big update to their ground-breaking first app: *The Human Body*.

The Human Body lets kids explore an interactive model of the body—from bones to blood cells, a beating heart to gurgling guts—to discover what we're made of and how we work. With this new update, kids can now explore the skin we live in to find out how it protects us, how hair and nails grow, and more.

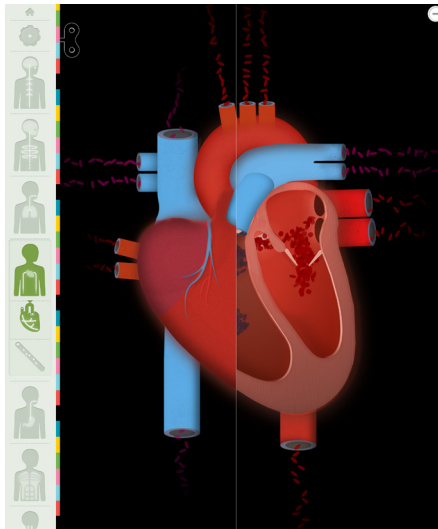
The Human Body—like all the apps in Tinybop's growing series, *The Explorer's Library*—introduces kids to big ideas. Perennial STEM subjects like anatomy and health are brought to life with elegant design and new technology. For example, kids can gain an understanding of how we see by observing a model of the eye as it translates images taken from their iPad's camera. The iPad's microphone helps demonstrate how sound moves from the ear to the brain. Kids can learn about the digestive system by feeding the body, then observing and listening for reactions. As Fast Company writes, *The Human Body* "gives kids what they want: farts."

Since Tinybop first launched *The Human Body*, it's been downloaded by more than six million families around the world for use in homes, classrooms, and hospitals. The app has won multiple awards for its design and educational value from KAPi, Cinekid Foundation, ALGA, the App Store, and Children's Technology Review.

Tinybop has created a dozen more apps since releasing *The Human Body*. Companion apps in *The Explorer's Library* include Parent's Choice Gold Award-winning *Homes* and *Simple Machines*. Tinybop's other series of apps, *Digital Toys*, includes the iPad App of the Year, *The Robot Factory* and AASL's Best App for Teaching and Learning, *The Everything Machine*.



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The Human Body is available worldwide on the App Store.

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ABOUT TINYBOP

Tinybop is a studio of designers, engineers, and artists building apps to delight, inspire, and educate kids around the globe. 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 collaborates with an illustrator on every app. *The Human Body* was drawn by Kelli Anderson. Learn more about her at <http://www.kellianderson.com>.

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