



# Tinybop's 10th app, *Infinite Arcade*, lets kids make & play their own games



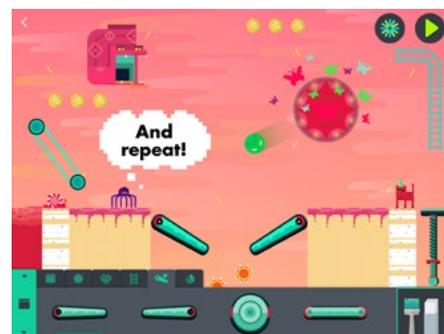
**(BROOKLYN, NY, APRIL 2016):** Tinybop, Inc., the studio creating award-winning educational apps for kids 4+, launched *Infinite Arcade* on the App Store. The app is Tinybop's 10th release and the fourth in the *Digital Toys* series. *Infinite Arcade* lets kids make and play their own games.

*Infinite Arcade* follows the success of earlier *Digital Toys* apps, including iPad App of the Year, *The Robot Factory*. *Infinite Arcade* is designed to empower kids to build not only their own games, but also their own worlds and stories—instead of inhabiting those created by big brands. Tinybop founder Raul Gutierrez explains: *Instead of starting with a child's imagination of what could be, play is now fixed on a single endpoint, predetermined by designers. Cars and trains are no longer just cars and trains, but characters from movies or television shows. Lego bricks no longer represent open-ended play but rather disassembled scenes and characters from multimillion dollar "brand-systems." We believe children should be coming up with their own stories rather than buying into corporate narratives.*

Inspired by beloved games like *Pinball Construction Set*, *Mario Bros*, *Space Invaders*, *Pac-Man*, *Zelda*, and *Breakout*, *Infinite Arcade* gives kids a modern introduction to designing and playing games. Kids can start building quickly on five classic games: pinball, ball and paddle, maze, platformer, or adventure. Or they can design their own from scratch.

Kids build with parts like hot lava, transporters, trampoline tiles, crystal geysers, and disco bricks. They can add enemies like zombies, evil snails, and electromagnetic cats and collectibles like glittery skulls and gold coins. Kids can design their own character or ball with colors, photos, and special effects. Kids can also add words or sounds to tell a story or make a musical. Kids build any game they can dream up, then they get to play it! Kids can save all the games they make. In future versions of the app, kids will be able to share their games with friends.

Tinybop's next app will be released in summer 2016. It will be the seventh in their first series, the *Explorer's Library*, which lets kids play to learn about the world around them. *The Human Body*, the first app in the *Explorer's Library*, has reached the #1 spot on the App Store's education charts in 143 countries and has been downloaded by more than five million families.



*Infinite Arcade* is available worldwide on the App Store.

NO. 4 OF  
**DIGITAL TOYS**



## ABOUT TINYBOP

We're designers, engineers, and artists building 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 *Weather*, the sixth app in the *Explorer's Library* series.

For more detailed information, download a press kit with screenshots, additional resources, and assets at [www.tinybop.com/press](http://www.tinybop.com/press).

## MEDIA CONTACT

### KIKA GILBERT

EMAIL: [press@tinybop.com](mailto:press@tinybop.com)

PHONE: 516.500.1967

[www.tinybop.com](http://www.tinybop.com)

### TINYBOP, INC.

540 Atlantic Avenue, 5th Floor  
Brooklyn, NY 11217