



Tinybop's new app *The Robot Factory* empowers kids to imagine & create



(BROOKLYN, NY, MARCH 2015): Tinybop, Inc., the studio creating award-winning educational apps for kids 4+, launched *The Robot Factory* on the App Store. It's the first app in Tinybop's new series, *Digital Toys*, that lets kids create, test, and collect anything they can imagine.

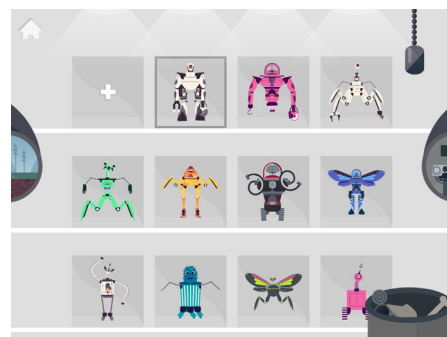
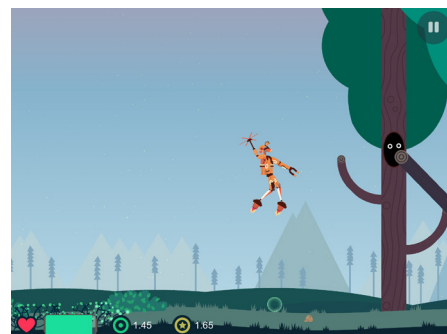
Tinybop founder Raul Gutierrez notes, "the apps in this new series are toys that empower children to create their own personal narratives." In play-testing at Tinybop's studio, kids told stories about the robots they built destroying cities, staying up all night, visiting the President, and doing homework.

Inspired by Erector sets, Capsela, Pinball Construction Set, and Adventure Master, *The Robot Factory* gives kids 50+ parts from which they can build thousands of different robots — but that's just the beginning. Kids test their robots in a fantastical world full of obstacles. Whether their robots survive or combust, kids can rebuild and retest endlessly. And, kids can save and collect all of their robots.

In addition to a wild assortment of parts they can build with in *The Robot Factory* — exoskeletons, zephyr mechanisms, hydrostatic tentacles, magnets, machinos locomotors, solartronics — kids can choose from nine different color schemes, and record their own robot sounds. From the factory to testing grounds, *The Robot Factory* presents kids with an interactive playscape to spark their imaginations.

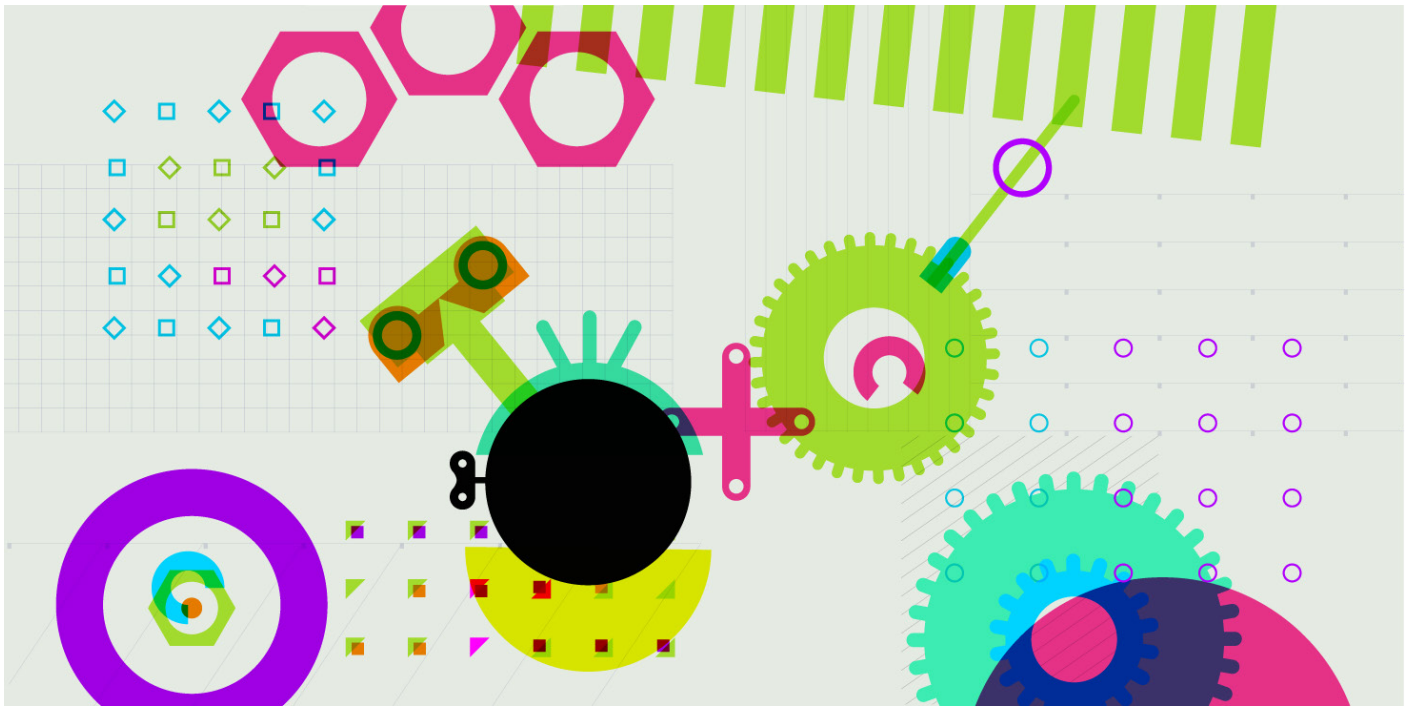
All Tinybop apps feature original artwork from a different artist. *The Robot Factory* features illustrations by UK-based Owen Davey. He is also the artist behind the app *TwoDots*.

Tinybop's next app will be released in May 2015. It will be the fourth in their first series, *Explorer's Library*, which lets kids dive into big ideas to foster a deeper understanding of 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. It is also a Children's Technology Review Editor's Choice.



NO. **1** OF
DIGITAL TOYS

The Robot Factory is available worldwide on the App Store.



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+.

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

MEDIA CONTACT

KIKA GILBERT

EMAIL: press@tinybop.com

PHONE: 516.500.1967

www.tinybop.com

TINYBOP, INC.

540 Atlantic Avenue, 5th Floor
Brooklyn, NY 11217