



Ricky Press Release

Introduction

Meet Ricky, the toucan that combines coloring, language learning and object recognition games, for the first time, all in one app!

Ricky wants to help your kid learn a foreign language without him losing interest and what better way is there other than games and coloring?

With Ricky as their guide, preschoolers can learn new words and phrases in English or Spanish while coloring or looking for the right object in captivating scenes.

Summary

- Find out more about this innovative concept of language learning for children through coloring
- Check out how Ricky can make learning fun in our video presentation
- Discover the story behind the application and its birth
- Ricky will be available exclusively on the App Store starting August 24th
- Contact us for further information and request a demo version for testing prior launch date

What makes Ricky special?

At this moment the concept of learning a foreign language through coloring and games doesn't exist, Ricky being the first application to try to combine them successfully. It features:

- 2 languages: English and Spanish
- Engaging coloring experience
- 6 word-categories (animals, fruits, vegetables, transportation, toys, clothes)
- 36 drawings
- 3 object-recognition games with different mechanics for each episode
- Animated pencils
- Voiced-over words and phrases by native children
- Coloring suggestion in each drawing (just flip the right corner!)
- A different song for each episode
- Cute coloring sound to make the experience feel as real as possible.

Video presentation: http://youtu.be/NUZd_mBhG2s

The story behind Ricky

We are Georgiana and Roxana, two Romanian girls with a passion for foreign languages, marketing and the digital world!

The idea for Ricky came to us when we saw a kid coloring on his tablet while his parents were absorbed in another activity.

This reminded us of our childhood and how happy we were when we received a new coloring book. For our parents it was probably just a way to keep us busy but for us it was simply fun.

We asked ourselves whether we can take the activity of coloring further and improve it with an educational side. The idea of learning a foreign language through coloring formed in our heads and we decided to make it happen since there was no children's application that did that.

Even though we were working full-time jobs, we started and financed Ricky with our own resources because we truly understand how important it is to start learning a foreign language as a kid and how easily it can be a fun activity with the help of today's technology!

This is our first educational project, for which we worked very hard and faced numerous challenges but we overcame every single one of them because we believe that Ricky can be a successful alternative for a kid to learn a foreign language.

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