

Math Magic 2.7 App for iPhone - Developer Tested, Kid Approved

Published on 01/15/10

Anusen today released Math Magic 2.7 for iPhone and iPod Touch users. Math Magic presents simple math problems that small children can answer by tapping the screen. Developers tested the program before its release and kids approved of the application unanimously, citing the fun factor. They loved solving the problems, hearing the real voice encouragements and receiving rewards, while their parents liked the fact that their children were learning so quickly and easily.

Waretown, NJ - Announcing that Anusen, developers of Math Magic 2.7, has launched the perfect educational tool in an app. Developers tested the program before its release and kids approved of the application unanimously, citing the fun factor. They loved solving the problems, hearing the real voice encouragements and receiving rewards. Their parents liked the fact that their children were learning so quickly and easily.

Only one week after the initial first release of Math Magic, it was showcased on the front page of the Apple website. For almost a year, it remained in the Top 10 and Top 50 lists of paid apps in the Education category of the App Store.

Part of the reason for Math Magic's success with children may be due to the fact that the application was inspired by the developer's own child. Says Senthil Pandurangan, "While watching my 4 year old one day, I gave her my iPhone to play with. I was amazed at how easily she was able to use it. That gave me the idea of developing an educational app to help kids learn while doing something fun." From that inspiration, Pandurangan and his wife created Math Magic.

Math Magic presents simple math problems that small children can answer by tapping the screen. Along the way, there are words of encouragement issued by the app, which are actual recordings of other children's voices. These are not only issued when a correct answer is given but also when a child tries. Each level contains new rewards and surprises, which the test group of children enjoyed immensely.

The first level of play offers different colored stars as rewards. Once the child has five stars, there is an award for their efforts. This boosts the child's self-esteem and gets them excited to learn more about math. After a child reaches this point, they begin to receive candies, with an award given after they collect five. From there, the rewards switch to M&M's and the change in collectible rewards continues through all seven levels.

The app's interface is simple, with kid friendly graphics and colors. Parents can help their little ones choose their favorite backgrounds or theme. There is also a preference/setting screen option to adjust voice, customize the levels, turn off the audio, along with other options. This feature helps make Math Magic behave just the way a user wants it to.

Features of Math Magic

- * Positive reinforcement
- * Surprises and rewards
- * Very simple design
- * Vibrant colors
- * Newly added Halloween themes
- * Real kid's voice appreciations
- * Updates on regular basis adding new features for every revision.
- * Accelerometer: Shaking will reveal new problem

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Parents wanting to give their children a head start will want to incorporate the kid approved Math Magic app into their education.

Meantime, Pandurangan and his wife intend to continue adding research and tested educational apps for children to the Anusen lineup. As their children grow, so will their inventory of offerings.

About Math Magic

Math Magic is designed keeping preschoolers in mind. It is an excellent application for kids between the ages of 3 to 8 to have fun with math and at the same time learn addition, subtraction and multiplication. Parents love Math Magic because it engages kids while driving, in the airport or while waiting in the restaurants.

Device Requirements:

* iPhone or iPod Touch 2.0 or later

Pricing and Availability:

Math Magic 2.7 is only \$0.99 (USD) and available worldwide exclusively through the App Store in the Education category. Promo codes are available for qualified reviewers. Please specify the website or blog you represent when making your request.

Math Magic 2.7:

<http://mathmagic.anusen.com>

Purchase and Download:

<http://itunes.apple.com/us/app/math-magic/id291478690?mt=8>

Media Assets:

<http://s792.photobucket.com/albums/yy204/anusen/MathMagic/>

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