

Children Draw, Share and Smile in the Imaginative New App Drawing Carl

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Famous Interactive iPhone and iPad Character Talking Carl Exchanges his Gift of Gab for a Set of Artist's Tools in the New, Fun and Creative App Drawing with Carl version 1.1 by Tayasui. Drawing Carl has been designed for and tested by children, so they can easily and enjoyably draw fabulous, creative works of art, and share their unique creations with friends and family. Use simple and easy pencils to create amazing drawings, regardless of their natural artistic flare.

Cupertino, California - After spending the summer as a feature attraction in the Museum of Modern Art's (MoMA) incredibly popular "Talk to Me Exhibit," legendary iPhone and iPad character Talking Carl is now ready for his latest role in the creatively wonderfully new iPhone drawing app Drawing Carl.

Designed for iPhone, iPod touch and iPad. Drawing Carl has been designed for and tested by children, so they can easily and enjoyably draw fabulous, creative works of art, and share their unique creations with friends and family.

With Drawing Carl on their iPhone, iPod touch or iPad, children of all ages will be able to:

- * Use simple and easy pencils to create amazing drawings, regardless of their natural artistic flare
- * Explore creative drawing with mirror painting
- * Add hilarious moustaches and funny eyes on top of photos
- * Add stickers of Carl and his friends to existing photos
- * Share their creations via Facebook or email
- * Save their work to the photo album so the creative fun can go on and on

"After the world fell in love with Talking Carl - who was the very first interactive and talking character for iPhone - and the incredibly positive response we received this past summer at the MoMA, we wanted to create something that would help children of all ages tap into their creative potential, and foster a love for art, imagination and creativity," commented Yann Le Coroller of Tayasui.com, the creator of Talking Carl. "We feel that Drawing Carl is all of this and more. He makes drawing on the iPhone, iPod touch and iPad memorable and fun!"

Drawing Carl is suitable for children of all ages, and is available now in the iTunes App Store.

Device Requirements:

- * iPhone, iPod touch, and iPad
- * Requires iOS 4.2 or later
- * 4.6 MB

Pricing and Availability:

Drawing with Carl 1.1 is only \$0.99 USD (or equivalent amount in other currencies) and available worldwide exclusively through the App Store in the Entertainment category.

Tayasui:

<http://www.tayasui.com/tayasui/tayasui.html>

Drawing with Carl 1.1:

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

<http://tayasui.com/tayasui/drawingcarl.html>

"Talk To Me" MoMa Exhibit:

<http://www.moma.org/interactives/exhibitions/2011/talktome/objects/145472/>

Purchase and Download:

<http://itunes.apple.com/app/drawing-with-carl/id480645514>

Screenshot:

<http://a3.mzstatic.com/us/r1000/117/Purple/ed/e7/9f/mzl.cuwmzwca.320x480-75.jpg>

Press Kit:

<http://apps.myappshout.com/drawing-carl/>

Paris based Tayasui - the Japanese word for "easy and simple" - brings playful ideas to the mobile world courtesy of talented designer and animator Yann le Coroller. With over 10 years of experience in the broadcast industry as a Creative Director and Animator, Yann has invented many loveable and highly-acclaimed characters and cartoon worlds, including Talking Carl and Smack That Gugl, both of which reached #1 on App Store charts worldwide. Talking Carl, who debuted in 2009 as the iPhone's first interactive and talking character and remains one of the most enduring and beloved characters app history, was featured at MoMA NYC in the summer of 2011 as one of the museum's main pieces in its "Talk to Me" exhibit. Commentators hailed Talking Carl's ability to set the tone for the exhibition, which was light-hearted and fun, while featuring amazing technology. Copyright (C) 2011 Tayasui. All Rights Reserved. Apple, the Apple logo, iPhone, iPod and iPad are registered trademarks of Apple Inc. in the U.S. and/or other countries.

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