

Doink App Receives Editor Choice Award From Children's Technology Review

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The Doink Animation and Drawing app for the iPad received the coveted Editor's Choice Award in March from Children's Technology Review. This award is given to "only the highest quality children's products in the interactive media category." It was declared "easy-to-use...but powerful" and recommended for "introducing the principles of animation." It enables the creation of Flash-style animations for storytelling, creative learning, and entertainment which can be shared everywhere on the web.

Waltham, Massachusetts - DK Pictures, designers of Doink, the application that enables users to create, share and view animations on multiple platforms (web and mobile) and share these clips everywhere, today announced that Children's Technology Review has awarded the Doink Animation and Drawing app for the iPad its coveted Editor's Choice Award. Children's Technology Review is a monthly newsletter modeled in the spirit of Consumer Reports, designed to summarize products and trends in children's interactive media. The Children's Technology Review Editor's Choice Award is "given to only the highest quality children's products in the interactive media category. These are "no fail" products, worthy of their cost, and able to keep children engaged for days at a time." According to Children's Technology Review, "Doink is an easy-to-use...powerful...vector-based animation experience for the iPad...If you'd like to introduce a child to the principles of animation, this app is definitely worth the download."

According to Karen D. Miller, Doink co-founder and President, "Kids and adults love seeing their art come to life through animation and our tools make the creative process fun and easy for 400,000 users (web and mobile). Beginners can create flipbook style animations with Doink and then graduate to the more advanced key frame (Flash-like) style of animating. Even if a user can't draw, they can animate as Doink uniquely gives users access to thousands of art "props"(backgrounds, characters, etc.) created by other Doink users for reuse. These clips can then easily be shared to YouTube, Facebook, Twitter, e-mailed and embedded in blogs and websites. The Doink app is used for storytelling, creative learning and entertainment.

Features:

- Easy-to-use vector drawing tools
- Enables Flipbook style animating for the beginner
- Graduate to sophisticated key frame animating (like in Flash)
- Create motion paths by dragging a finger
- Extensive library of reusable art props
- Easily publish to YouTube, Twitter, e-mail, Facebook, embed in blogs & websites

Minimum Requirements:

- * Compatible with iPad
- * Requires iOS 3.2 or later
- * 3 MB

Pricing and Availability:

Doink Animation & Drawing 2.0.2 sells for \$4.99 (USD) and is available worldwide exclusively through the App Store in the Entertainment category. It is also available from Apple under their App Store Volume Purchase Program for educational institutions.

Doink Animation & Drawing 2.0.2:

<http://www.doink.com>

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

Purchase and Download:

<http://itunes.apple.com/app/doink-vector-animator/id364762290>

YouTube Video (Promotional):

<http://www.youtube.com/watch?v=DgbQ2zAwxrw&list=UUZKfi9RYvocvGY7WhdQjTtw&index=8&feature=plcp>

YouTube Video (Tutorial):

<http://www.youtube.com/watch?v=BjnSZWZ8jBY&list=UUZKfi9RYvocvGY7WhdQjTtw&index=10&feature=plcp>

Screenshot:

http://s1056.photobucket.com/albums/t374/kdmiller4/?action=view¤t=iPad_Dancers_wCase1.png

App Icon:

<http://s1056.photobucket.com/albums/t374/kdmiller4/?action=view¤t=DoInkiTuneslogo.jpg>

Located in Waltham, MA, DK Pictures was founded in 2008 by Dick Fryling and Karen Miller. Doink is a visual communications platform that enables users to create animations on the web and on mobile devices to share everywhere (Twitter, Facebook, Youtube, e-mails, blogs and websites). The Doink Animation and Drawing app for the iPad is the second of three products from DK Pictures and is an App Store Essential for Drawing and Painting. The company's first product, Doink.com is a Web 2.0 website that provides free drawing and animation tools via a browser to a large, highly engaged community (400,000 users). Since going live, Doink artists have created more than two million pieces of art, much of which can be reused by others to create animations on Doink.com or in the Doink apps for the iPad and iPhone. Doink's third and newest product, the Doink Express app for the iPhone enables animated messages to be created and shared in minutes using photos, drawings, animations and sound and is available now in iTunes. All Material and Software (C) 2008-2012 DK Pictures / All Rights Reserved. Apple, the Apple logo, iPhone, iPod, iPad are registered trademarks of Apple Computer in the U.S. and/or other countries.

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Karen D. Miller
Co-founder, President
508-561-0484

Karen@doink.com

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