

## **The Dream by Swipea - Prep Kids to be Global Citizens**

Published on 06/15/12

Swipea will be launching The Dream, a free app for kids from its World Explorer series. The World Explorer series will encompass several titles that will allow children to discover different world cultures through moral story, educational games and entertaining fun facts on their iOS and Android devices. Available worldwide on the June 16th, 2012 across all major app stores, The Dream lets kids discover the Arabic world through a moral story on perseverance, 3 educational games and more.

Kuala Lumpur, Malaysia - Swipea, a Gamebit Labs brand that specializes in educational kids apps is launching The Dream, a free app for kids from its World Explorer series. Designed by parents with children in mind, the World Explorer series will encompass several titles that will allow children to discover different world cultures through moral story, educational games and entertaining fun facts on their iOS and Android devices. Available worldwide on the June 16th, 2012 across all major app stores, The Dream lets kids discover the Arabic world through a moral story on perseverance, 3 educational games and over 60 entertaining fun facts in an interactive app suitable for kids aged between 4 to 9.

Offering kids and their parents an engaging family activity and experience, The Dream tells the tale of Ahmad, a poor and honest good-hearted, hard working man from Baghdad who journeys far away from home and family in order to seek his fortune because of a mysterious dream he had. The story also shows the hardships and constancy that lead him to eventually discovering his fortune.

Throughout this educational app for kids, children are taught the values of patience, persistence and much more, all beautifully portrayed through gorgeous animated artwork and enhanced by realistic sound effects that take the young reader from the Sahara desert to the markets in Cairo, letting them explore the Arabic World and its culture at their own pace. In order to make the experience with The Dream even better for both child and parent, Swipea has performed extensive research and has packed the kids app with over 60 fun facts about Arabic historical places, music & instruments, costumes, food ingredients & cuisines and more.

One very relevant aspect of Swipea's vision for both The Dream and its future kids apps is the importance of bridging the perennial gap between apps and the real world. In order to do this, Swipea offers children and anyone who enjoys The Dream, the opportunity to access a series of free DIY paper crafts from its Facebook fan page. These educational premiums include:

- \* Race To Cairo - A four player board game inspired by Ahmad's travel to Cairo
- \* The Dream Bookmarks - A set of threes printable bookmarks with personal creative spaces
- \* The Dream Pop-up Scenes - A set of six paper crafts to inspire storytelling in kids

With these, children will be able to bring the world of The Dream to life in a way that is not only fun and educational, but that also helps them develop their manual and social skills, since these types of paper crafts are ideal to enjoy with friends and family.

The importance of this aspect of Swipea's educational apps for kids is clearly summarized by the creator, Benjamin Chong, "I personally believe in the tremendous value of holistic education for kids and how it will shape them to be active global citizens in the future. Companies should attempt to bridge the electronic and real world together with their apps, this is what we are trying to do."

In conjunction with the launch of The Dream on major app stores and Father's Day

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

celebrations; Swipea is organizing a sweepstakes contest between 16th to 20th June, 2012, rewarding one lucky winner each day with \$100 worth of app store gift cards.

The Dream:

<http://www.swipea.com>

Daily Sweepstakes:

<http://www.swipea.com/events.html>

YouTube Video (Trailer):

<http://www.youtube.com/watch?v=YEVGSjOmPhg>

Currently based in Malaysia, Gamebit Labs is a new technology startup founded in Q4, 2011. The company's mission is to develop children activity books, ebook apps and casual games for mobile devices to help kids learn in a fun and more effective way. Benjamin Chong who has been in the online gaming industry for the past 7 years is the founder and CEO of Gamebit Labs. Copyright (C) 2012 Gamebit Labs. 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.

###

Benjamin Chong  
PR Officer

[pr@gamebit-labs.com](mailto:pr@gamebit-labs.com)

\*\*\*\*\*

Link To Article: <https://prmac.com/release-id-44227.htm>

\*\*\*\*\*