

Louie, Draw Me A Picture 1.2 Free for iPad: Int'l Cartoon Star Now in UK

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BEATUS today announces Louie, Draw Me A Picture 1.2.1 free in May for iPad, its interactive drawing and story app for kids 3-7, featuring the stars of the hit European TV series, Louie the rabbit, and Ruby the ladybird. Each story in the app is an animated cartoon, and Louie shows kids how to draw different people, animals, and objects. Step-by-step, Louie demonstrates how to create the line drawing, and then kids are free to color it in, developing their art skills and their creativity.

Seoul, Korea - BEATUS today is pleased to announce that it will launch its app Louie, Draw Me A Picture 1.2.1 free for iPad in May 2013. The interactive, educational, drawing and story app for kids 3-7 features the stars of the hit European TV series, Louie the rabbit and Ruby the ladybird. Each story in the app is an animated cartoon, and Louie shows kids how to draw different people, animals, and objects. Step-by-step, Louie demonstrates how to create the line drawing, and then kids are free to color it in with the app's colored pencils or crayons. Louie, Draw Me A Picture is the ideal app for helping young children develop their basic art skills and for encouraging them to try new things as they express their own creativity.

Feature Highlights:

- * Art education app for young children
- * Cartoon stars Louie and Ruby guide kids as they learn to draw
- * Children learn the basics of line drawing
- * Kids are free to use their creativity coloring in their drawing
- * Optional stories, games, and activities

Created by the French, multi-award winning, children's author Yves Got, Louie and Ruby started as characters in a successful series of books for preschoolers (more than 1.5 million books sold worldwide). Millimages, one of the leading producers and distributors of animated content in Europe, developed the characters into a hit TV series, seen throughout Europe, the Far East, and the Middle East.

According to BBC Television, "The series brings to the screen the key elements of the books: bold graphics with a black outline and simple surroundings. An interactive, educational and entertaining series, it teaches children aged two to six years how to draw and how to be master artists themselves. Louie, with the help of Ruby, will draw many exciting things for children to discover, right before their very eyes - a house, a kangaroo, a rocket and even an elephant! When a drawing is coloured and comes alive, Louie will take you through the steps one more time! By talking directly to children and giving them time to think and do things, Louie and Ruby encourage and actively engage the young viewers. The children become truly involved with the characters and are able to take part in all of their exciting adventures."

Louie, Draw Me A Picture is derived directly from the TV show, including broadcast quality animation, voices, music, and sound effects. As an app, the cartoon becomes interactive, as kids can use the simple interface of their touch-sensitive iDevice to draw and color with Louie and Ruby. Kids each have a sketchbook in the app from which they go on their "Coloring Mission." From the Picture Bookshelf, users can learn to draw a wide variety of subjects, including a: Butterfly, Puppy, Tiger, and the upcoming Car, Lion, Dolphin, Eagle, House, and Squirrel.

The educational app offers three levels of difficulty, settings for Twitter and Facebook connectivity, and optional registration on the Beatus website. The app also includes an optional Gift Package, where kids can further explore Louie's interactive world through

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Spot the Difference Games, Jigsaw Puzzle Games, Butterfly Games, and a Pathfinding Game.

"We are very excited to offer the world-famous cartoon characters, Louie & Ruby, in an app for iPad," stated Jang Hyung Park of Beatus. "Kids love learning to draw and following the duo's adventures. Louis is full of ideas and imagination; he knows a lot and loves to share what he knows. Ruby still has a lot to learn and sometimes gets into trouble, but she's the ideal friend to go on an adventure with."

Language Support:

* English and Korean

Device Requirements:

* Compatible with iPad

* Requires iOS 5.0 or later

* 46.4 MB

Pricing and Availability:

Louie, Draw Me A Picture 1.2.1 for iPad is free and will be available in the UK market in May, exclusively through the App Store in the Education category. Additional features can be unlocked via in-app purchases.

BEATUS Corp:

<http://www.beatus.co.kr>

Louie, Draw Me A Picture 1.2.1:

<http://louie.beatus.co.kr/index3.asp>

Download from iTunes :

<https://itunes.apple.com/gb/app/id590412564>

Screenshot 1:

<http://cfile208.uf.daum.net/image/0212B1505153E39C0D4102>

Screenshot 2:

<http://cfile230.uf.daum.net/image/200C1C505153E3A61B522E>

App Icon :

<http://a3.mzstatic.com/us/r1000/077/Purple/v4/e2/26/e4/e226e45c-f4c6-6fff-524e-e7f2f0528fd1/mzl.gnzuwoeb.175x175-75.jpg>

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