

The Lonely Beast 123: Count On It

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Developers Chris, James & Simon introduce a brand new number adventure into the wild. The Lonely Beast 123 for iOS is the second app for The Lonely Beast. Little beasts can now discover the basics of counting through hand-drawn interactive scenes, going all the way from one beast to twelve sheep as they follow The Beast through his day. The Lonely Beast ABC was featured in a TV commercial, on billboards around the world and winner of the Editor's Choice Award from Children's Technology Review.

Dublin, Ireland - After the incredible success of their first app, The Lonely Beast ABC, which helped lots of little beasts learn about the alphabet, Chris, James and Simon were pretty stumped. Could anything top letters? After all, they liked them so much, each had several in their names.

Eventually, after a long day making cakes, watering flowers, reading books and counting sheep, they finally realised: how about numbers?

The Beast liked this idea so much, he decided to do the counting in his own house. Now little beasts can discover the basics of counting through hand-drawn interactive scenes, going all the way from one beast to twelve sheep as they follow The Beast through his day.

The Lonely Beast 123 was created by Chris, James and Simon in their little shed at the end of The Beast's garden. Their first app, The Lonely Beast ABC, featured in an iPad TV commercial and on billboards around the world, was winner of the Editor's Choice Award from Children's Technology Review, and a finalist for the Bologna Ragazzi Digital Award at the Bologna Children's Book Fair.

It's available now as a universal app for iPad, iPhone and iPod touch; it costs \$1.99 (or equivalent amount in other currencies) and is available worldwide exclusively through the App Store in the Education and Kids categories.

Pilcrow:
<http://www.pilcrow.ie/>

The Lonely Beast 123 v1.0:
<http://www.pilcrow.ie/onetwothree>

Purchase and Download:
<https://itunes.apple.com/us/app/the-lonely-beast-123/id646406000>

YouTube Video:
<http://www.youtube.com/watch?v=dJLS4rEvlxY>

Screenshot:
http://press.pilcrow.ie/lonely_beast_123_birds_iPad.jpg

App Icon:
http://press.pilcrow.ie/Large_icon_white.jpg

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