

New Children's App Aims to Improve Core Mathematics Skills

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iPhone app developers Zoo Stars have announced Addition Beach 1.0, designed to improve the addition skills of children aged 5+. Harnessing the potential of the iPhone/iPod touch as an educational tool, Addition Beach offers the unique combination of an appealing game environment underpinned by core educational methodology. Addition Beach is aimed at parents and teachers looking for a new, fun and engaging way of helping young children develop their essential mathematics skills.

Torquay, England - iPhone app developers Zoo Stars announced today the release of Addition Beach, designed to improve the addition skills of children aged 5+. Harnessing the potential of the iPhone/iPod touch as an educational tool, Addition Beach offers the unique combination of an appealing game environment underpinned by core educational methodology.

Addition Beach is the first app to be released from a series in development by Zoo Stars, aimed at parents and teachers looking for a new, fun and engaging way of helping young children develop their essential mathematics skills. Tried and tested in a home and classroom environment, Addition Beach has a simple, colorful interface, featuring the Zoo Stars characters on a cartoon style beach scene. Questions are presented in an animated cloud, under which float four balloons containing answer choices for the user to tap.

It features:

- * Two levels of 10 progressively harder questions, encompassing government targets set for children from 5-7 years old
- * Intelligent random question generation system varies question types, such as missing number and addition facts
- * High score, including time bonus feature to encourage more practice
- * Multiple level audio/visual positive feedback, including sandcastle build reward for correct answers

"It's an ideal complement to traditional written exercises that children are encouraged to practice." says Zoo Stars co-founder Ben Taylor, confident that parents will download Addition Beach for their kids. "It's also simply an entertaining, yet constructive way of amusing children with your iPhone."

Device Requirements:

- * iPhone or iPod touch running OS 2.0 or higher

Pricing and Availability:

Addition Beach 1.0 is available for download on the iTunes App Store, for the introductory price request.

Zoo Stars:

<http://www.zoo-stars.com>

Addition Beach 1.0:

<http://www.zoo-stars.com/additionbeach/index.html>

Purchase and Download:

<http://itunes.apple.com/us/app/addition-beach/id342464948?mt=8>

Media Assets:

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

<http://www.zoo-stars.com/media/additionbeach/pr-world-181209.html#resources>

The UK based Zoo Stars team is committed to establishing their brand as providers of fun, distinctive, high quality educational children's apps for iPhone/iPod touch. Their combined talent and experience comes from careers in software development, design, training and teaching. Copyright (C) 2009 Zoo Stars. All Rights Reserved. Apple, the Apple logo, iPhone and iPod are registered trademarks of Apple Inc. in the U.S. and/or other countries.

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Ben Taylor
Co-Founder

ben@zoo-stars.com

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