



Tickle Tap Apps

Preschool iPhone apps are powerful learning tools

Tickle Tap Apps are an excellent choice for parents looking for high-caliber preschool apps

TORONTO, ON (16 November 2009) – Parents are discovering the iPhone is a terrific platform for preschoolers because of its simple touch interface and its play anytime, anywhere convenience. But it's hard to find high-quality, age-appropriate apps that are engaging and rewarding. With this in mind, zinc Roe created **Tickle Tap Apps** (www.TickleTapApps.com), a new app series developed by child gaming experts, vetted by educational researchers and tested by kids.

Tickle Tap Apps are designed to help children ages three to five **practice key skills and learn about sounds, numbers, colors, patterns and shapes**. These apps help children improve concentration and motor skills via simple tap and touch controls. This tactile element is what gives the iPhone an educational advantage over TV.

“Developmental research shows the iPhone is an excellent platform for preschool learning,” says Jason Krogh, zinc Roe’s founder and director. “Children need easy-to-use apps that take advantage of the unique features of the iPhone. Tickle Tap Apps address the need for simple, attractive and entertaining educational apps for this age range.”

Tickle Tap Apps feature four adorable characters—**Jinja the cat, Harvey the dog, Robin the bird** and **Fins the fish**—for humor and encouragement. The games, including the first three apps in the series below, inspire preschoolers to learn and laugh at the same time!



Sound Shaker is a delightful and hilarious sound-making game. Children create and play with chime, whistle, drum, barnyard animal and mystery sounds simply by tapping and tilting. Robin the bird makes a special guest appearance.



Count Caddy makes counting rewarding. Children count by ones with Jinja the cat and quickly progress to counting by twos with Robin the bird and counting by threes with Harvey the dog.



Sort Slider is a mesmerizing shape matching game. Children tilt the device to match objects with silhouettes while Harvey the dog pops up for plenty of encouragement

Tickle Tap Apps for the iPhone and iPod Touch retail for \$1.99 each on the iTunes App Store.

Visit www.TickleTapApps.com to view video demonstrations of the apps, download screenshots and access additional resources.

zinc Roe (www.zincRoe.com) is an Emmy Award-winning, independent studio specializing in creating engaging websites, games and activities for kids and youth. Our clients include Family Channel, National Geographic Kids, Noggin, Scholastic, TVOKids and the Vancouver 2010 Olympics. We are an enthusiastic team with a strong network of illustrators, musicians, writers and content experts who all love working with kids, and we spend a great deal of time, care and attention researching, designing, developing and testing our apps.

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