



Kids invent their own machines with Tinybop's new app *The Everything Machine*



(BROOKLYN, NY, AUGUST 2015): Tinybop, Inc., the studio creating award-winning educational apps launched *The Everything Machine* for kids 6+, available worldwide on the App Store.

Tinybop's founder Raul Gutierrez describes the app:

My kids used to call our iOS devices 'everything machines.' They can be tools or toys; entertaining or educational. This is fantastic but they're also black boxes — kids can't see how they work. The Everything Machine turns devices inside out and lets kids pop the hood to create their own machines.

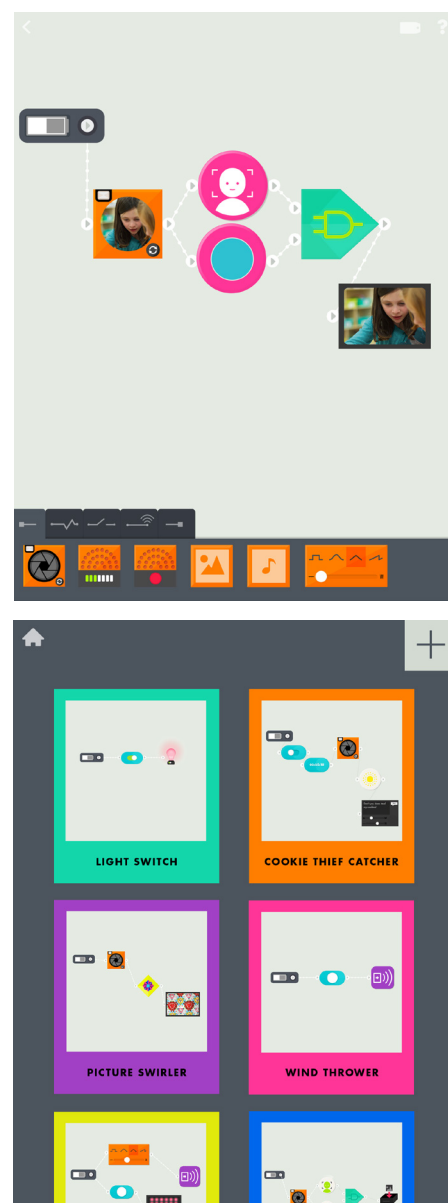
The Everything Machine is a maker app that lets kids dive into their iPhones, iPads, and iPod Touches. They can create anything they can imagine using a visual programming language to connect the camera, microphone, speakers, light, gyroscope, and display on their devices.

Kids can specialize their inventions with parts like camera filters, voice distorters, sound and light detectors, timers, and color changers. Logic gates can be added for even more sophisticated machines. Kids can also play with friends by attaching transmitters and receivers to link to other devices, including the Apple Watch.

Kids can make something as simple as a light switch. Or they can assemble several parts to make more complex inventions: a kaleidoscope, a voice disguiser, or even a cookie thief catcher (one of several example machines included to get kids started).

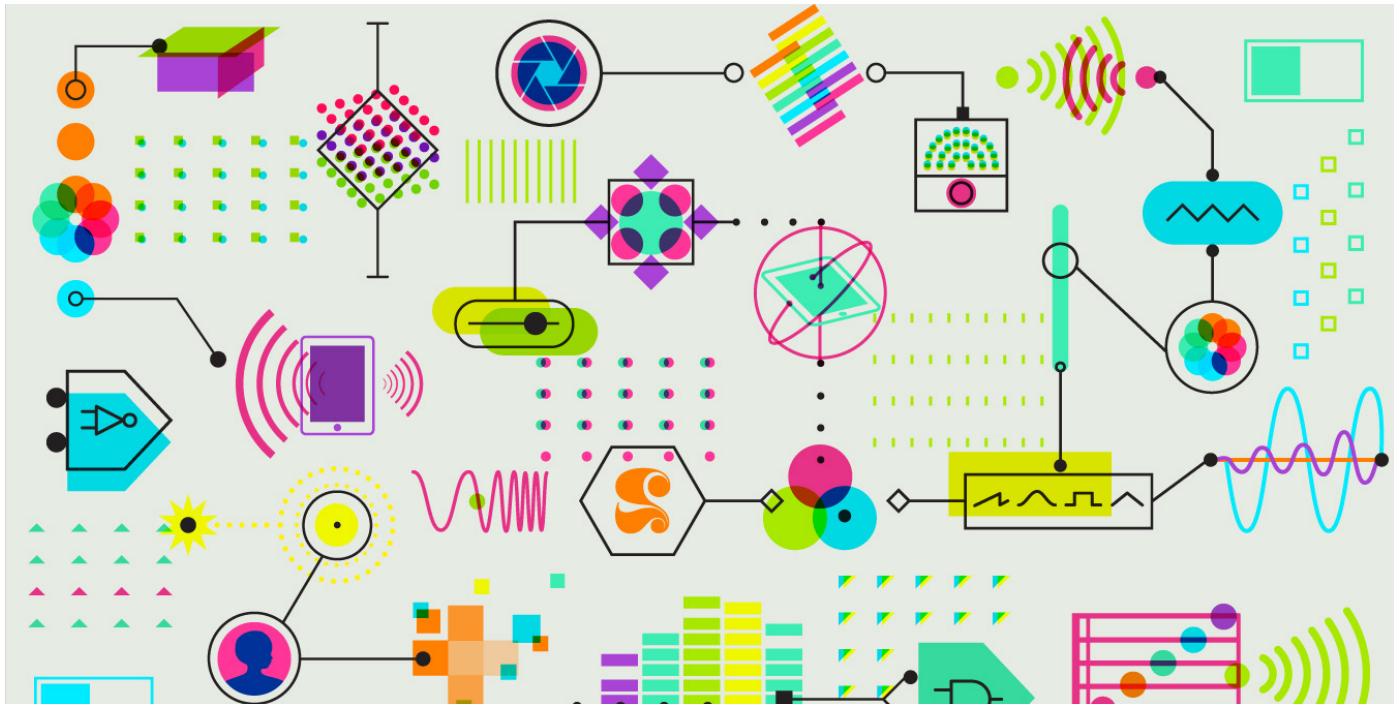
The Everything Machine is the second in Tinybop's *Digital Toys* series of open-ended building apps that let kids create, test, play with, and collect whatever they can imagine. In the first, *The Robot Factory*, kids have built more than 2 million robots.

In September 2015, Tinybop will release a new app in the *Explorer's Library* series, which lets kids dive into big ideas to foster a deeper understanding of the world around them. Tinybop's first app in this series, *The Human Body*, reached the #1 spot on the App Store's education charts in 143 countries. It is also a Children's Technology Review Editor's Choice.



NO. **2** OF
DIGITAL TOYS

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ABOUT TINYBOP

Tinybop brings designers, engineers, and artists together to build digital toys that delight, inspire, and educate.

Tinybop was founded in 2012, by Raul Gutierrez, a father of two with 20 years of experience in the arts and technology. Tinybop is a growing team of 20+.

For more detailed information, download a press kit with screenshots, additional resources, and assets at www.tinybop.com/press.

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