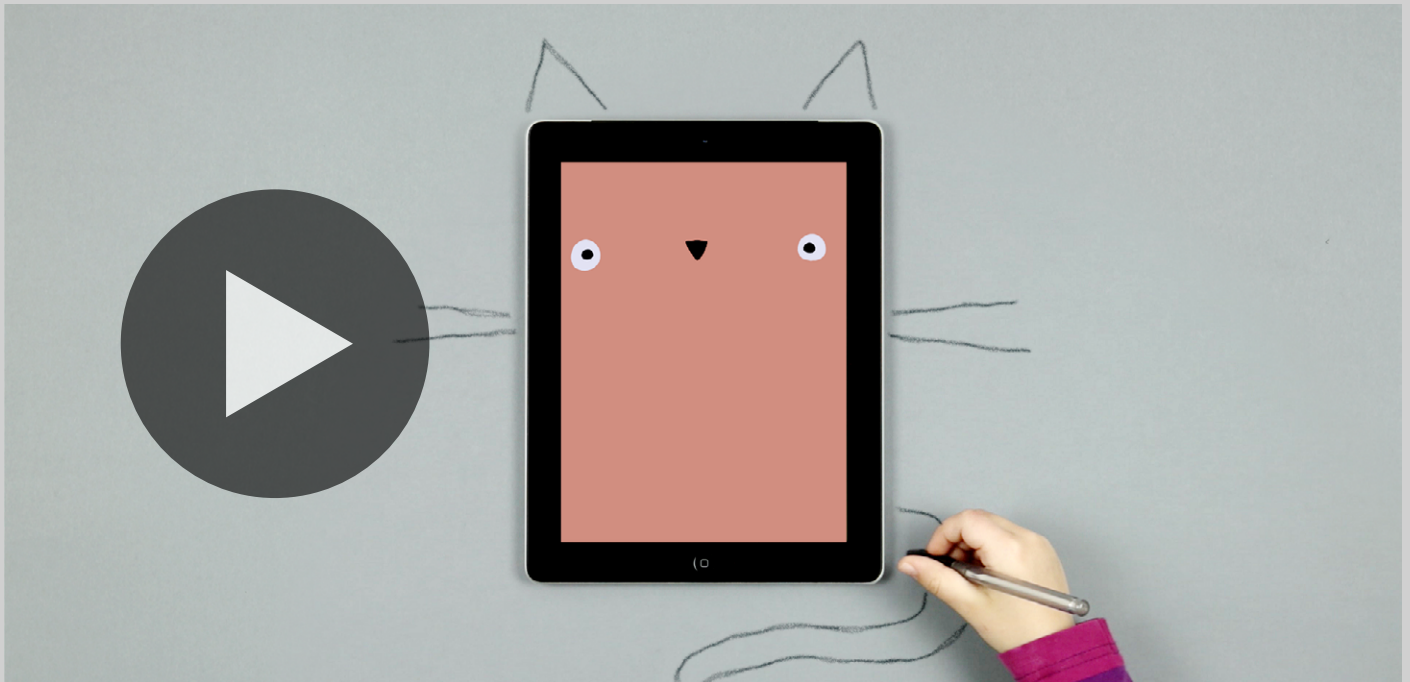




# DRAWNIMAL

# PRESS RELEASE



## ABOUT

**Kids! Draw funny animals!**

**Parents! Help your kid start drawing, and learn the alphabet!**

Expand your iPhone/iPad, all you need to get started is pen and paper, and [the app](#).

### IDEA:

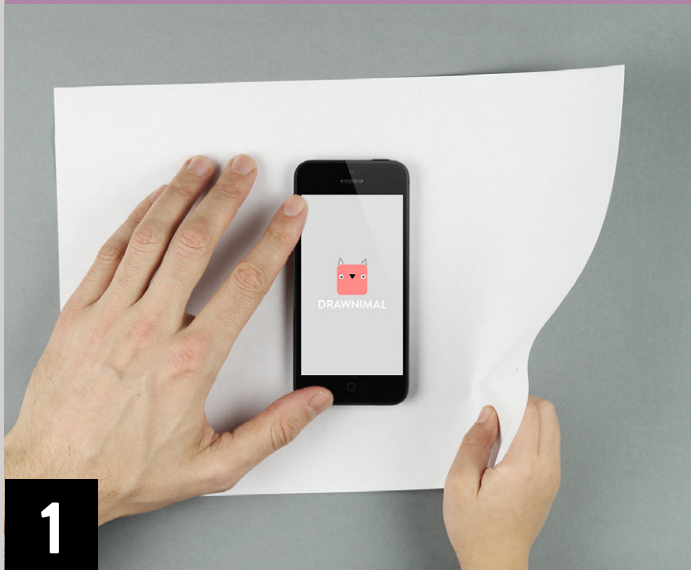
Our goal with Drawnimal was to expand your device by using simple tools like pen and paper. Drawnimal motivates the children to draw around the device and encourages them to think outside of the box. The app helps them to leave the digital screen with a simple physical interaction. It shows the children how to draw the main features of animals. The funny animations motivate them to learn the alphabet.

*"The idea was born while my daughter and I played with an alphabet book. This book showed us how to build an origami-animal out of a paper letter. I wanted to bring a similar analog and funny learning experience to our daily digital devices."* - [Lucas Zanotto, designer/animator](#)

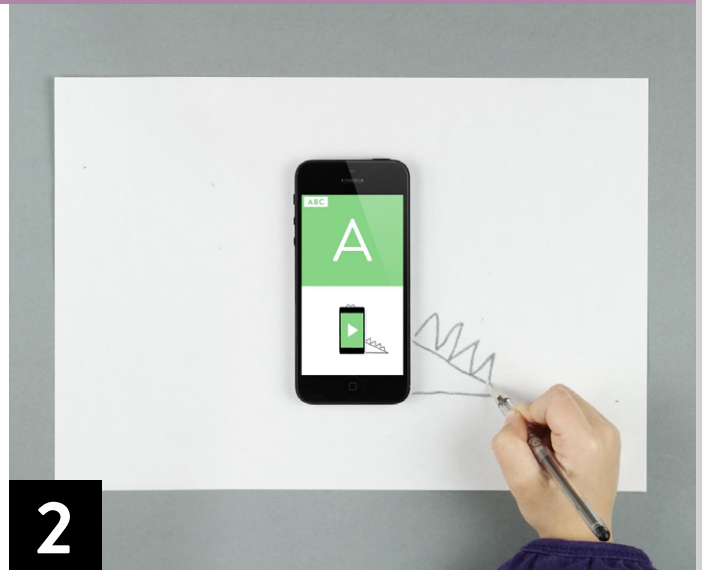
### FEATURES:

- Available for iPhone and iPad
- Over 30 different animated animals, with sounds
- Switch between 4 languages (EN, ES, FR, DE)
- Features the whole alphabet, with narration

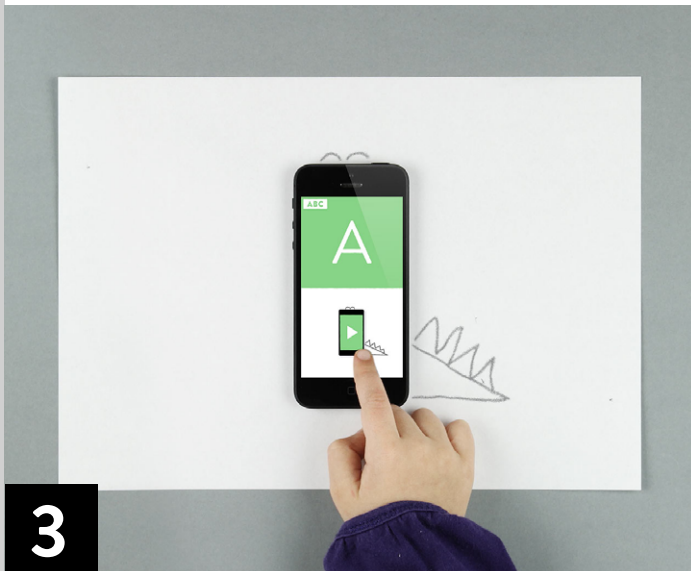
# HOW IT WORKS



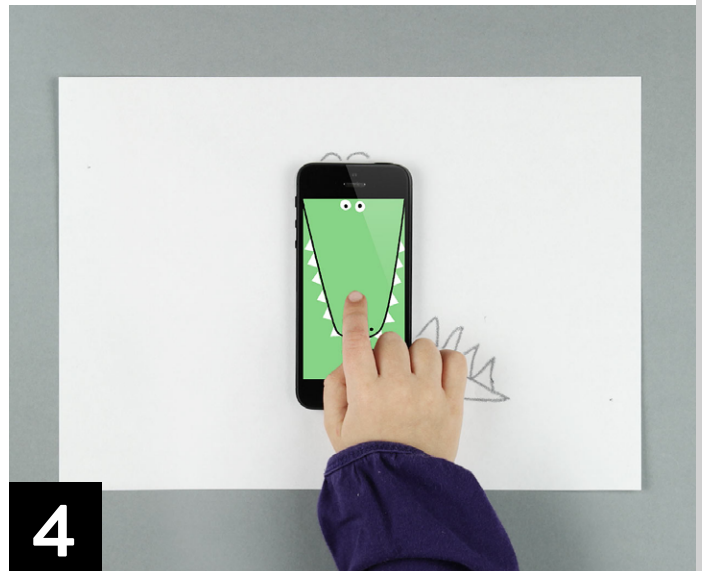
**1** Place your iPhone on any surface you can draw on.



**2** Draw around the iPhone as shown on the screen.



**3** Press OK to call up the animal!



**4** Tap the screen for a little surprise!

## LINKS

WEB: [www.drawnimal.com](http://www.drawnimal.com)

EMAIL: [mail@drawnimal.com](mailto:mail@drawnimal.com)

FACEBOOK: <http://www.facebook.com/drawnimal>

TWITTER: <http://www.twitter.com/drawnimal>

Commercial on [VIMEO](#)

Commercial on [You Tube](#)

APP STORE LINK: <http://itunes.com/apps/drawnimal>

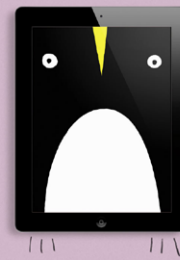
# GALLERY



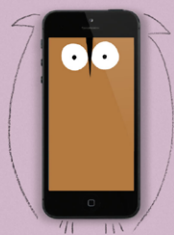
ELEPHANT



PENGUIN



OWL



LION



# TEAM

Design, concept and animation by [Lucas Zanotto](#)

Sound design by [Ulrich Troyer](#)

Programming by [Niels Hoffmann](#)