



–For Immediate Release

## **NoodleWorks Interactive Wins Two Coveted KAPi Awards for 2012**

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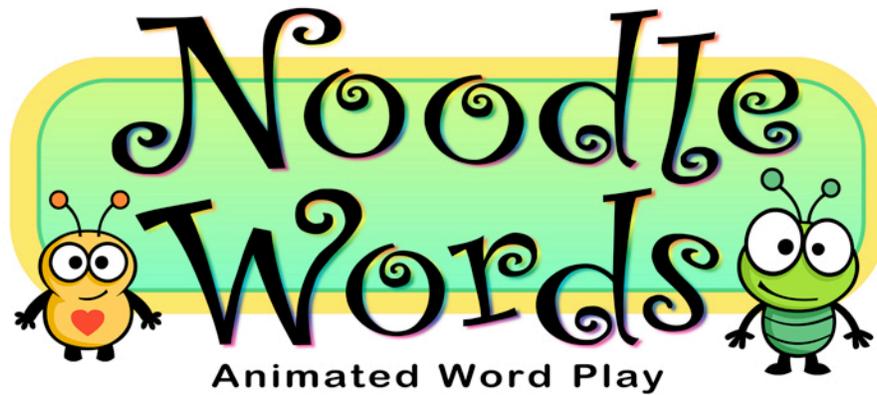
December 14, 2011  
San Francisco Bay Area, California –

NoodleWorks Interactive, an innovative digital design company specializing in children's interactive media, is pleased to announce that they received two KAPi awards. Their *Noodle Words* iPad® app won the award for Best Educational Product of the year; Mark Schlichting, the company's founder and designer, won the Legend Pioneer award.



The KAPi Awards recognize digital innovation in children's technology during the past year, and cover apps, eBooks, video games, Internet sites and smart toys that target kids up to age 15. This year, 13 judges reviewed 635 children's technology products. The KAPi Awards were created by Children's Technology Review and Living in Digital Times, the organizers of the Kids@Play Summit at International CES January 10-13, 2012.

"At NoodleWorks, we believe learning is fun, and that's why we focus on opportunities for kids to learn through the joy of play", said Mark Schlichting, founder of NoodleWorks Interactive. "It is our goal with *Noodle Words* to create a new category of interactive educational media that deserve to be called Toys. I feel very honored and humbled to win this award, and to be in the company of those who have won before."



*Noodle Words* is a highly interactive word toy for children 4-to-7 years olds. Part of what makes *Noodle Words* innovative is that the words themselves come alive (SPIN spins, JUMP jumps), and The Noodle Bugs, Stretch and Squish, act out the meaning of each word in over 100 animations. Language acquisition happens almost by osmosis as kids explore what the words and bugs can do.

Warren Buckleitner, Editor of Children's Technology Review, described *Noodle Words* as, "The power of magic, applied skillfully."

Additionally, *Noodle Words* designer, Mark Schlichting, received the KAPi Pioneer Award for his earlier innovative work as the creator of Brøderbund's Living Books series of multilingual interactive storybooks as well as his continuing efforts to create highly original interactive content for children.

Mark Schlichting is a well-known creator of the children's multimedia and interactive design industry. He is an expert in children's design and probably best known as the creator of Brøderbund/ Random House's Living Books series of interactive storybooks.

Throughout his career, Mark's titles have won over 100 national and international awards for excellence in entertainment and education. Mark is the author/illustrator of *Harry and The Haunted House*, a book and CD-ROM title that sold over 300,000 copies in six languages. He is currently completing a book on the psychology and art form of computer interaction titled, *Understanding Kids - Designing Interactive Media for Children*. Mark directly applied the lessons from this book in the creation of Noodle Words.

### **About NoodleWorks Interactive:**

NoodleWorks Interactive is an innovative digital design company founded by Mark Schlichting. Dedicated to making a difference in the lives of children everywhere, the company specializes in children's interactive media.

*Noodle Words - Active Word Game Set 1* is available on the App Store for only \$2.99 USD in the Education category.

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