



Playful Invention Company
Combining Art & Technology to Spark Creative Thinking
www.picocricket.com

Playful Invention Company Makes Individual PicoCricket Parts Available

Get any combination of PicoCricket parts for your classes or workshops

March 19, 2008 -- Playful Invention Company (PICO) (www.playfulinvention.com), a leading developer of creative learning experiences for girls and boys, proudly announces the availability of individual PicoCricket parts (www.picocricket.com/individual-parts.html). Tapping the same technology as the award-winning PicoCricket Kit, students ages 8 and up can create and program their own musical sculptures, interactive jewelry, dancing creatures, and other artistic inventions. The individual PicoCricket parts, ranging from \$5-\$60, include PicoCrickets, motor boards, light sensors, sound boxes, touch sensors, sound sensors, resistance sensors, display screens and other parts.

"The PicoCricket truly empowers children to design, create, and invent," says Mitchel Resnick, Professor of Learning Research at the MIT Media Lab and co-founder of The Playful Invention Company. "Now that individual PicoCricket parts are available, educators can craft unique classes and workshops with any combination of the PicoCricket components – helping students learn to think creatively, analyze systematically, and work collaboratively."

Get Exactly what you Need for your PicoCricket Workshops

"The PicoCricket is a hands-on invention kit integrating math, science, engineering, art, and technology. Easy to use for both students and educators, the PicoCricket is a great way to inspire critical and creative thinking skills among boys and girls alike. The ability to purchase individual components allows teachers to create a kit that ideally meets the unique needs of their classroom," states Laurie Heikkila, creative-edge educator and president of Tech Resources Group.

About Playful Invention Company (PICO)

PICO develops new technologies and activities that engage children in creative learning experiences, providing girls and boys with new opportunities to explore, experiment, and express themselves. The company's flagship product, the PicoCricket, is a tiny computer that can make things spin, light up, and play music. You can plug lights, motors, sensors, and other devices into a PicoCricket, then program them to react, interact, and communicate. PICO products are based on research and ideas from the Lifelong Kindergarten (<http://llk.media.mit.edu>) group at the MIT Media Lab, a leader in the design of innovative educational technologies and creative learning environments.

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