



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

Playful Invention Company now Offers a Spanish Version of Software for the PicoCricket

April 22, 2008 -- Playful Invention Company (PICO) (www.playfulinvention.com), a leading developer of creative learning experiences for girls and boys, proudly announces the Spanish availability of PicoBlocks software for Microsoft Windows.

Based on research from the MIT Media Lab, the PicoCricket is an invention kit that combines art and technology to spark creative thinking in children 8 years and older. PicoCricket supporting materials and documentation are also now available in Spanish. Educators, parents and students can download the Spanish version of PicoBlocks software and other supporting materials from the PicoCricket website at: <http://www.picocricket.com/spanish.html>.

"As children create PicoCricket projects, they learn important math, science, and engineering ideas," says Mitchel Resnick, Professor of Learning Research at the MIT Media Lab. "The new Spanish versions of PicoCricket software and materials will make PicoCricket activities accessible to more children around the world."

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 group at the MIT Media Lab, a leader in the design of innovative educational technologies and creative learning environments.

Contact:
Lewis Fein
310-472-0520
lewis@playfulinvention.com

###