



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

Playful Invention Company Introduces the PicoCricket Workshop Kit
Cost effective way to jumpstart PicoCricket Classes and Workshops

February 26, 2008 - Playful Invention Company (PICO) (www.playfulinvention.com), a leading developer of creative learning experiences for girls and boys, proudly announces the debut of the PicoCricket Workshop Kit (www.picocricket.com/workshop-kit.html). With this new kit, groups of students ages 8 and up can create and program their own musical sculptures, interactive jewelry, dancing creatures, and other artistic inventions. Based on the same technology as the award-winning PicoCricket Kit, the new workshop kit is designed especially for teachers and workshop facilitators, containing enough PicoCricket, sensors, motors, lights, and other output devices for 10-15 students to work on projects at the same time. The kit retails for \$999 (USD) with a special 10% discount for kits purchased through March 31, 2008.

"The PicoCricket Workshop Kit opens new opportunities for children in classes and workshops 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. "As children create PicoCricket projects, they learn to think creatively, analyze systematically, and work collaboratively – skills that are critical to success in today's society."

Everything You Need to Run Your PicoCricket Workshops

The PicoCricket continues to generate critical acclaim from teachers, school administrators and after-school program directors. "The PicoCricket is the perfect way to encourage children to develop critical thinking skills while learning more about math, science, technology or any other subject. Students have countless opportunities to imagine, create and innovate with the PicoCricket," states Deb Evans, President & CEO, COMPUTER EXPLORERS, a leader in children's computer and technology education.

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, lewis@playfulinvention.com, 310-472-0520