

MEDIA CONTACT:
Kristina Junger
415-474-2989
kristina@kjunger.com

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Animated Programs' ToonTalk 2 Makes Computer Programming Fun for All Ages

Family-friendly, affordable and a pleasure to play, ToonTalk 2 is the ultimate addition to any educational software library

SAN CARLOS, CA. – January 15, 2002—Animated Programs' ToonTalk 2, the award-winning guide to computer programming, teaches the basics of programming, including constructing, debugging and running programs, in a joyful and welcoming interactive world. Even better, both children and their parents can now enjoy this groundbreaking CD-ROM title for a special price of only \$24.95.

Though specifically designed for children, ToonTalk's combination of simplicity and sophistication has attracted many adults and older students, according to Ken Kahn, President and Founder of Animated Programs. "Many have found traditional computer programming languages, books and classes haven't worked for them. What draws them to ToonTalk is that it is a kid-friendly, non-threatening and effective way to learn the fundamental basics of computer programming."

ToonTalk 2 makes programming easy to understand by animating familiar objects such as birds, robots, trucks and bicycle pumps rather than presenting traditional textual exercises. Lennart Mogren, a retired teacher, educational researcher and winner of Sweden's Information Technology's Teacher of the Year Award, is an avid supporter of ToonTalk's versatility as a teaching tool for all age groups. "As a teacher, I realized immediately that ToonTalk would be the next step in learning. It is absolutely unique. ToonTalk has the potential of unleashing the hidden treasure of mental creativity of billions of kids in developing nations." He adds, "It is equally challenging for kids and adults and an excellent way for both to have fun together."

ToonTalk 2 teaches critical thinking skills such as problem decomposition, component composition, abstraction, puzzle solving, experimentation and logic. It is fully Internet-enabled plus tightly integrated with the browser. Users can program their creations and then share them with friends and family.

ToonTalk 2 is currently available for Windows at \$24.95 and can be ordered online at www.toontalk.com or by calling 800-317-9830. Versions are also available in Japanese, UK English, Swedish, European Portuguese and Brazilian Portuguese.

TOONTALK 2 FACTS AT A GLANCE

- Teaches children computer programming in a fun and supportive environment.
- Parents and students can learn computer programming basics.
- Educational skills include puzzle solving, logic problems and critical thinking.
- Three levels of play including narrated demonstrations.
- Easy to use and understand.
- Terrific price point at \$24.95
- Children can create their own games and programs and share them with friends.
- Internet enabled and browser integrated.

ABOUT ANIMATED PROGRAMS: Animated Programs was founded in 1992 and is based in San Carlos, California. Its mission is to make computer programming “child’s play.” The ToonTalk brand of products has been researched under consulting contracts for the University of London, the Swedish Institute of Computer Science and the Royal Institute of Technology in Sweden. Founder and President Ken Kahn is an MIT computer science Ph.D. and an expert in designing computer programming languages.