

## **Augmented Reality for Early Education Gets a Boost from Pokemon Go**

*Alive Studios is one of the premier providers of augmented reality software applications for early learners. Their reading and math learning kits are now getting some extra attention due to the popularity of the recently released Pokemon Go mobile app.*

ATLANTA, GA ([PRWEB](#)) July 20, 2016 -- [Alive Studios](#) is an educational software company based in the Atlanta area with a line of classroom solutions that helps kids become proficient in reading and math using this mind blowing technology augmented technology. Their supplemental curriculum is infused with augmented reality, which is used throughout their “zoo animals” theme and springs the animals to life in eye-popping 3D. “When the kids see our animals jumping out of the screen and interacting with sentences and math games, their attention and engagement go through the roof,” said Cynthia B. Kaye, CEO and Chief Zoo Keeper of Alive Studios.

Kaye is also a speaker/presenter at many of the international education trade shows and speaks on the power of engagement gained through augmented reality technology. “Prior to the Pokemon Go app, I only received a few raised hands when I asked who had heard of augmented reality. Now, awareness is spreading at a viral pace.” As a leader in the AR (augmented reality) space for early education, this public awareness is going to spawn intrigue and innovation throughout all industries including education. This is sure to bring new players into the market and ramp up the quality of the 3D experience for end users.

Alive Studios recently introduced their first AR printed storybook, Amos Alligator Arrives at the Airport. This new interactive storybook is one of only a handful in early education that utilizes this emerging technology. The free [Storybooks alive](#)<sup>™</sup> app provides young readers with an unforgettable 3D experience and transports them into an imaginative and exciting adventure. “Unlike AR apps that provide a fun way to pass time, our Amos Alligator Storybook and free app encourages reading and teaches children all about the letter A while learning sight words, critical thinking skills, and fun facts about alligators,” added Kaye.

The Storybooks alive app is available now on the iTunes App Store and Google Play and the printed book can be purchased from [www.StorybooksAlive.com](http://www.StorybooksAlive.com). The app allows young readers to point their tablet or smartphone camera at the pages in the storybook and have the characters jump to life in augmented reality on the device. The 3D elements and characters interact with the reader as they are touched on the screen. Children can have the book read to them by the app with a simple touch or they can read by themselves. “Hopefully, we can ride the wave of excitement from Pokemon Go and find those parents who’d rather their young child have an educational experience while enjoying the magic of augmented reality,” said Kaye.

### **Company Information**

Alive Studios provides supplemental reading and math solutions for PreK-3rd grade. They are the world's first company to develop an Augmented Reality curriculum for early education. For more information on Alive Studios’ full suite of educational products, please visit their website at <http://www.AliveStudiosCo.com>.



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