

Umachaka Media Inc – Little Mouse



“The story of the Little Mouse”

Location:
US

Project:
Little Mouse

Industry:
Education

Technologies / Platform:

- Android Device
- Android Tablet
- iPhone
- iPad
- Windows Tablet
- Windows Device

Business Benefits:

Meet the growing need for STEM education across the US and follows Federal Guidelines in the area.

Customer / Consumer

- Learn by doing
- Learning by fun
- Learn as you play

Client:

Umachaka Media Inc. is a web and mobile based specialty creator, producer, and marketer of proprietary and distinctive children's educational media content, interactive software platforms and related merchandising.

Business Needs

- To make learning a play.
- To learn by doing.
- Make books interactive and let children use their senses while learning: Hear, Visuals and Touch.

Social Needs

By learning as they play, children ages 3 to 6 develop the effective cognitive skills that are the foundation of education and are better prepared for moving on to elementary school.

RapidSoft’s Role

- Convert a static book “The Story of the Little Mouse” interactive by integrating videos and audios.
- Develop Coloring-in-game where children can color the pages from the same story book which will help them remember and understand the story better.

Solution Overview

This multiplatform application allows children to read, hear and interact with the story book. There are three different modes to listen to the story:

1. Read and Interact
2. Relax and Listen
3. Listen and interact

Another module is “Color-in” where children use their imagination and color various story pages.

Highlights:

- The application supports 4 languages:
 - English
 - Spanish
 - Chinese Traditional
 - Chinese Simplified
- Videos were exactly pixel match with the story images to have best viewing experience.
- Accurate story text syncing with the audio to help children to see the word for which they are hearing audio.
- Make children reading faster by syncing with the highlighted word.
- Color the various story pages and share the colored pages with your friends.
- Bridges the gap between the excitement of exploration, stimulation and achievement and the fundamentals of curriculum based learning.