

A photograph of two young girls with brown hair, smiling and looking down at a small, white, robot-like device on a table. The device has a rectangular body with a circular sensor and a small antenna. The girl on the right is holding a yellow card with a red robot icon. The girl on the left is looking at the device. The background is slightly blurred, showing a white table and some other objects.

little
ROBOT
friends

littlerobotfriends.com/kickstarter
hello@littlerobotfriends.com

FOR IMMEDIATE RELEASE

All NEW Little Robot Friends Wrap STEM Principles in a Tiny, Adorable package

Canadian design studio rolls out second iteration of runaway Kickstarter success

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Launched today on Kickstarter, Little Robot Friends (LRF) are cute, programmable robotic characters that serve as a novel entry-point for learning code and electronics. Geared towards children aged 8 and up, LRF's are available in 4 models - Spikey, Curvy, Ghosty and the all new Crafty. Each model features a distinctly shaped body, various sensing modules and a unique, customizable personality. Spikey, Curvy and Ghosty are available pre-assembled or as DIY kits for those looking for to build their soldering skills. Crafty comes as a kit with all the same components as the other robots, but those components are modular and reusable. Little Robot Friends are an adorable addition to any aspiring or advanced tinkerers toy box.

Little Robot Friends are built on a solid foundation of hardware and software that will attract expert Makers and DIY novices alike. Each robot body carries 8 different sensors which also represent hair, hands and facial features (three capacitive-touch sensors, two RGB LEDs, a 1/4W speaker, a microphone and a light sensor). Measuring at about 4x2", the LRFs bodies were designed with smaller hands in mind. LRF's are powered by their all-new brain module housed in a detachable base. Other upgrades include a speedy Atmel SAMD21G processor running at 48Mhz, Bluetooth LE 4.0 for easy mobile syncing, a rechargeable 350mA lithium-polymer battery and a triple-axis accelerometer.

One of the biggest additions to Little Robot Friends is the new friend named Crafty. A Crafty kit combines the world of arts and crafts with technology in an open and imaginative way. The Crafty kit contains all the same components as the other robots, but each component is on an individual circuit board with easy-to-use connection tabs. Clearly-marked labels on each tab makes connecting them to your Crafty robot simple and straightforward. Use the included alligator clips (or any other conductive material you can find) to connect the components with Crafty. Crafty enables you to create a Little Robot Friend with common materials like cardboard, play dough and felt or even delve into more intricate projects using 3D-printing or laser cutting.

Little Robot Friends encourages children to jump into the world of programming. For those new to programming, LRF comes with a new App. Designed for tablets, computers and smartphones, the Little Robot Friends app allows you to name your robot, adjust its personality, make music and even play games. While the App acts as an entry point into the LRF world, even more features become available when using one of the popular educational coding platforms that LRF supports: Arduino and Blockly. Programming in Arduino or Blockly gives you more creative control - for making custom expressions and songs, and teaching your robot tricks that use the new sensors and actions (shake, tip, hold hands). Little Robot Friends is a cute companion for exploring the creative potential of computing available beyond the screen.

“Our pursuit as interactive technologists is to find new ways to enable creativity, expression and learning by combining digital with physical materials”, says Mark Argo, founder and chief technologist of Aesthetec Studio. “Little Robot Friends is the result of years of exploration, distilled into a fun, approachable, hand-sized package. We want to spark the imagination of the next generation of inventors and creators, and help them build the skills required to realize their inspirations.”

Little Robot Friends can be purchased on the campaign website until May 27th, 2016 at <http://www.kickstarter.com/projects/aesthetec/all-new-little-robot-friends>.

More information is available at <http://press.littlerobotfriends.com/presskit.html>

About Aesthetec Studio

Aesthetec Studio is a small creative studio based in Toronto, Canada that develops custom interactive objects and experiences. From concept and design to final fabrication, we make electronics, software and installations for events and institutions, large and small. Our team comes from artistic backgrounds with a passion for engineering (or vice versa) and it shows in the things we create.

More information about our studio can be found at: <http://www.aesthetec.net>