

For Immediate Release

Rufus Robot, Inc. Announces Release of
Learn with Rufus: Groups and Categories

Educational Software for Mobile Devices

San Jose, CA – May 18, 2013 – Today at the *2013 Walk Now for Autism Speaks: Bay Area* event, Rufus Robot, Inc. announced the release of the mobile application, *Learn with Rufus: Groups and Categories*, educational software designed for children ranging from those early achievers without any diagnosed learning difficulties to those who struggle with autism spectrum disorder (ASD) on a daily basis.

Effective Learning Tool

Learn with Rufus: Groups and Categories is available for immediate purchase on the popular mobile devices of both the iOS platforms (iPhone, iPod, iPad) and the Android platforms, including the Amazon Kindle Fire. The software is organized into two parts, a *Learning* phase and a *Game* phase. In the *Learning* phase, the child is shown pictures of individual category members while in the *Game* phase, the child is asked to choose the correct item from the displayed set of pictures.

Educational Benefits for All Children

Learn with Rufus: Groups and Categories was designed by Dr Holly Gastgeb, a clinical and developmental psychologist with over ten years of experience working with

typically developing children and children with ASD. Her research has shown that children with ASD have difficulty forming categories from an early age. Since this ability is developed throughout childhood, *Learn with Rufus: Groups and Categories* is designed to be beneficial for children with varying skills, ability levels, and learning styles.

Entertaining to Children

“In this day and age, children take to technology very early in their development,” Dr Holly Gastgeb said. “We need to capitalize on their enthusiasm for mobile devices while making education enjoyable and entertaining. The inclusion of reward sets and a spinning top in *Categories* will keep the child’s interest while he or she learns.”

About Rufus Robot, Inc.

Founded in 2013, Rufus Robot, Inc. provides fun, useful, and affordable tablet-based applications to the growing number of children who need them. The company offers a range of educational software applications and services.

Effective Education Through Entertainment

For more information:

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