

For Immediate Release

Rufus Robot, Inc. Announces Release of
Learn with Rufus: Feelings and Emotions

Educational Software for Mobile Devices

Sacramento, CA – October 6, 2013 – Today at the *2013 Sacramento Walk Now for Autism Speaks* event, Rufus Robot, Inc. announced the release of the mobile application, *Learn with Rufus: Feelings and Emotions*, 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: Feelings and Emotions 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 three parts, a *Learning* phase and two separate *Game* phases. In the *Learning* phase, the child is shown pictures of individual facial expressions while in the *Game* phase, the child is asked either to choose the correct emotion from the displayed set of pictures or to identify the correct emotion from a single image.

Educational Benefits for All Children

Learn with Rufus: Feelings and Emotions 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 identifying emotions from an early age. This ability is developed throughout childhood; *Learn with Rufus: Feelings and Emotions* is designed to be beneficial for children with varying skills, ability levels, and learning styles.

Entertaining to Children

“Research has repeatedly shown that children respond to mobile devices at a young age,” Dr Holly Gastgeb said. “Our goal is to capture some of that enthusiasm and direct it in a fun, yet educational, manner. *Emotions* includes a brief fingerpainting activity that 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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