

**For Immediate Release**

**Rufus Robot, Inc. Announces Release of**

***Learn with Rufus: Boys and Girls***

*Educational Software for Mobile Devices*

***Pittsburgh, PA – November 23, 2013*** – Rufus Robot, Inc. announced the release of their third mobile application, *Learn with Rufus: Boys and Girls*, 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: Boys and Girls* 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 faces while in the *Game* phase, the child is asked either to choose the correct gender from the displayed set of pictures or to identify the correct gender from a single image.

**Educational Benefits for All Children**

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

### **Entertaining to Children**

“Our recent experience at autism walks this year continues to demonstrate how kids of all ages quickly take to tablet computers,” Dr Holly Gastgeb said. “The Learn with Rufus series of apps builds on this eagerness. The reward sets in *Boys and Girls* keeps the children’s interest while they learn.”

### **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:**

Dr Holly Gastgeb  
holly@rufusrobot.com  
www.rufusrobot.com

Rufus Robot, Inc., Learn with Rufus, and Learn with Rufus: Boys and Girls are either registered trademarks or trademarks of Rufus Robot, Inc. All product and brand names mentioned are trademarks or registered trademarks of their respective holders.