

PRESS RELEASES

DAVIDSON & ASSOCIATES, INC.
SHIPS DAVIDSON'S KID KEYS
New typing program for children ages 4 to 8
teaches keyboarding and early reading skills

TORRANCE, Calif., - Davidson & Associates, Inc. introduces Kid Keys, a musical, animated typing tutor for children ages 4 to 8. This new software uses high-resolution VGA graphics, digitized speech, music, sound effects and animation to teach children familiarity with a computer keyboard and the alphabet, and to associate letters with their keyboard positions.

Kid Keys is immediately available in DOS format at most major computer and software retail chains nationwide for a suggested retail price of \$49.95. School versions are also available through Educational Resources and other educational software dealers.

"Davidson's Kid Keys is the third in our line of 'Kid Tools,' following Kid Works 2 and Kid CAD," says Jan Davidson, president and founder of Davidson & Associates, Inc. "These products are designed to help children gain confidence in their communication skills and encourage their creativity, regardless of their grade level, native language or developmental stage."

Adds Mary Cron, co-developer of Kid Keys and president of the Rymel Design Group, "Kid Keys teaches young children how to type in an environment tailor-made for their special learning needs and interests. It was designed using the latest research on how children learn keyboarding skills. For example, research has shown that young children become oriented to the keyboard most successfully when sound is associated with key position and letter name. So we developed Kid Keys to the digitized speech, music, and sound effects with letters and keys.

"Research has also shown that for children to reach a target typing rate of 10 words per minute, keyboarding exercises should stress accuracy over speed. With that in mind, most Kid Keys activities are not timed; instead, they focus on accuracy and smoothness."

Press Release

CES

Davidson & Associates Inc., has five new titles, all of which are slated to ship during the summer and fall of 1993.

Kid CAD is a 3-D building kit designed for children ages seven and up. It is Davidson's first product designed from scratch for the Windows platform. Math Blaster in Search of Spot has new graphics and other enhanced features based on customer feedback. Designed for ages six to 12, the game has players look for Spot while solving math puzzles. Cave Runner features more problems and a vertical scrolling interface similar to a video game.

Alge-Blaster 3, designed for ages 12 to adult, takes participants through a full year of algebra in a game format that includes new features such as word problems and a video chalkboard that allows users to see how a problem is solved. Users can also add their own math problems to the program.

Davidson's Zoo Keeper for Macintosh is the animal-education game based on the DOS version.

The Cruncher, for the Macintosh platform, teaches math skills in the realistic setting of a spreadsheet. Although geared toward children, the spreadsheet is able to handle some adult needs as well. The Cruncher combines text with speech capabilities.

Davidson's affiliate labels will be showing their wares as well. Creative Pursuits will show Kid Rhymes, while Lawrence Productions will display Discovering America, Mathology and Word Wizard.

The most recent affiliate, 3DI Productions Inc., a multimedia entertainment software team, will present Multimedia Arcade for Windows.

THE CRUNCHER

Davidson & Associates, Inc. Begins shipping The Cruncher, a spreadsheet easy enough for kids, powerful enough for adults

Tutorials, projects and a full-featured spreadsheet are combined with graphics, animation and text-to-speech to teach spreadsheets and math skills

Davidson & Associates, Inc. has begun shipping new software called The Cruncher, an easy-to-use, talking, animated spreadsheet targeted to ages 10 and up. Using step-by-step tutorials, The Cruncher teaches spreadsheet and math fundamentals. Then, by using real-world examples such as party planning, family budgeting and baseball statistics tracking, it illustrates how to use math and spreadsheets in everyday life.

The Cruncher is immediately available in Macintosh format at most major computer and software chains nationwide for a suggested retail price of \$59.95. The software is also available in teacher packs, lab packs, network versions and site licenses through Educational Resources, Learning Services, FasTrack and other educational software resellers. A Windows version will be available next month.

Says Joyce Hakansson of Berkeley Learning Technologies, Inc., a nationally recognized software designer who developed Edmark's Millie's Math House and also co-developed The Cruncher with Davidson, "We developed The Cruncher for children to explore and think about math in ways they never have before. The Cruncher empowers children and helps prepare them for a future where being comfortable with technology is critical."