

BABY WORLD

Baby World is a unique parenting application available on iOS and Android.

It is a first mobile application with a free camera filter that simulates baby's vision. Now parents can discover how their child sees the world, their room or their favorite toy!

Following our research and cooperation with child development specialists, and after weeks spent on testing with children, we have created a set of high-quality, contrasting flashcards to capture babies' attention.

Parents can use the app to calm their baby down or tell them about the surrounding world. It's a great way to naturally create a bond with their child while spending quality time with them.

The app features:

- a free set of black and white images for newborns
- a free set of images with red, yellow or green (first colors a baby will be able to see)
- additional sets of high-contrast illustrations are available for purchase (over 100 flashcards!)
- two modes available: autoplay the flashcards or change them manually
- soothing, baby-friendly music in the background
- a free camera filter that simulates baby's vision

Release date: February 16th, 2017

Link to the app on App Store (it will be active from the launch day, February 16th):

<https://itunes.apple.com/us/app/baby-world-high-contrast-flashcards/id1175405849?l=pl&ls=1&mt=8>

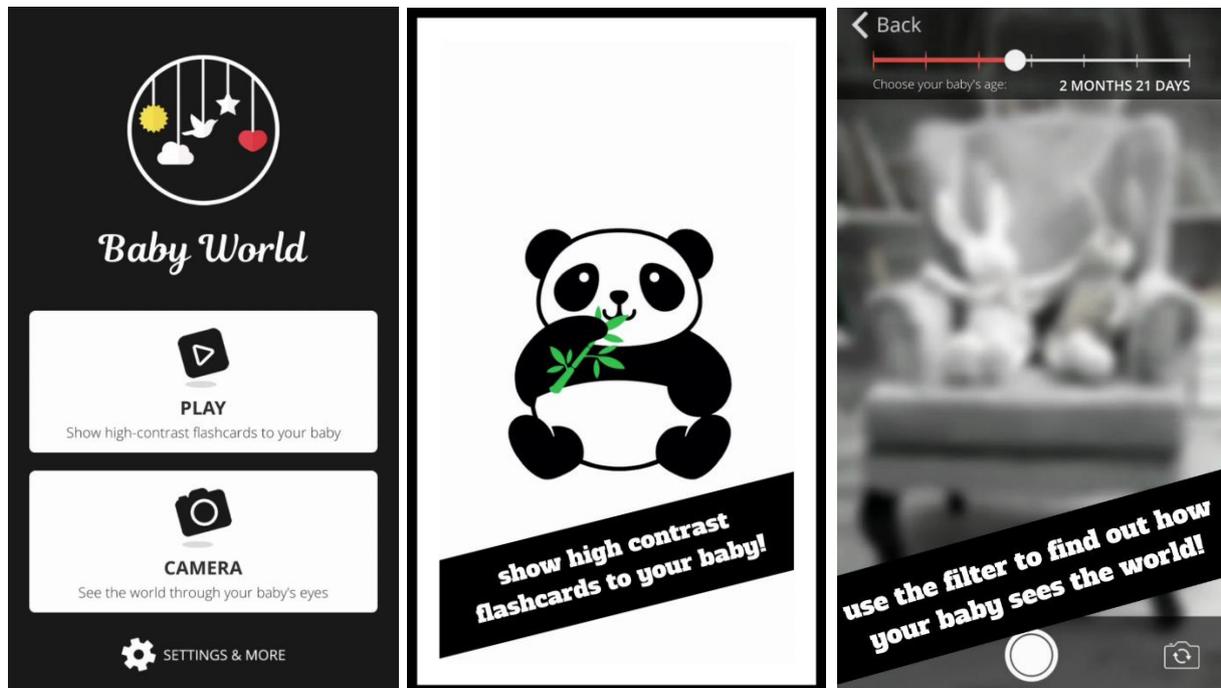
Link to the app on Google Play:

<https://play.google.com/store/apps/details?id=com.appetiteforeducation.babyworld>

App landing page: <http://babyworldapp.com/>

Link to the video: <https://www.youtube.com/watch?v=4gTOMtC3W-A>

Click [here](#) to download the app logo and screenshots.



Why black & white?

Infants do not see as well as adults. After birth babies' sight is not fully developed and their vision is still not clear. It takes them up to a year to gain all visual abilities like seeing things in detail or distinguishing different colors.

During the first months of baby's life their vision is blurry, like through a fogged glass. Newborns cannot see colors or shades, but only high contrasts (like black and white).

This is why newborns tend to ignore colorful pictures and focus on big, simple patterns with contrasting colors instead.

As the baby matures, it starts differentiating other colors as well, starting from red and green.

Can you support your baby's visual development? First of all, you should forget about colorful, detailed pictures as well as avoid pastel colors in their room like light blue or pink – they are too sophisticated for your baby to perceive and they will only see it as a blurred shade.

You can stimulate your baby's sight with high-contrast pictures and illustrations. In that way you will show your baby what they are able to see and support their overall development as a result. It's also a great opportunity to tell your child about the surrounding world.

Virtual Reality:

If you have a virtual reality (VR) headset such as Google Cardboard, you can immerse yourself in the world as seen by a newborn!

Please make sure your goggles have camera access (camera on the back of the phone is not covered). If it is, try folding it or removing a part of the cardboard goggles to make it work.

About the publisher:

Appetite For Education is a publisher of ebooks and mobile apps for children. We are a small team located in Warsaw, Poland, passionate about creating quality products for kids.

Philosophy:

We believe that children's apps & ebooks can be both educational and entertaining at the same time. Therefore, we constantly attempt at meeting both parents' and kids' expectations.

Website: <http://appetiteforeducation.com/>

Twitter: <https://twitter.com/appetiteforedu>

FB: <https://www.facebook.com/AppetiteForEducation/>

Email: magdalena@appetiteforeducation.com



Contact:

Magdalena Rzepiewska

PR specialist

magdalena@appetiteforeducation.com