



HiYu2 LLC
2651 47th Ave SW
Seattle Washington 98116
425.835.3129

Introducing Lots2Spot!

Our very first app is available now! Lots2Spot is a fun, engaging and colorful finding game for toddlers and preschoolers (and their handlers). Listen, learn vocabulary and colors, and count objects as you find them!

App Title: Lots2Spot
Release Date: January 20 2013
Link: <https://itunes.apple.com/us/app/lots2spot/id588635850?ls=1&mt=8>
Publisher: HiYu2
Type: Games/Education
Devices: iPad OS6
Price \$3.99



Lot2Spot Description

Lots2Spot is an engaging and colorful vocabulary and finding game app for young ones between 1 and 5 years old. It's easy to play and lots of fun for kids!

Children will enjoy learning new words, identifying colors, and also practicing counting as they spot items on screen.

Parents will appreciate how the game encourages listening and following directions. (Perhaps these skills will transfer to real life?) There are natural stop points throughout the game to allow for breaks in play, taking turns, and, oh yes, SHARING. Level 2 and Level 3 games create a sense of accomplishment for kids as they find objects and "clean up" the screen. (We're all about encouraging a good clean up!)

The variety of cleverly illustrated objects keeps everyone interested in what they might find next! (We think our favorite is the squirrel... no, wait, the crab! Or, hmm... it's too hard to decide!)

Contact Info:

Stephanie Krimmel
stephanie@hiyu2.com

Jennifer Bartlett
jennifer@hiyu2.com

Web: hiyu2.com





Lots2Spot includes three levels of age-appropriate play, fun for toddlers and kindergarteners alike.

Level 1: Vocabulary-building flashcards: "Robot!" "Bird!" "Teacup!"

Level 2: Listen and find one object in a grid of 28 items: "Find the green mouse!" "Can you find the salt and pepper?" "Find the upside down shovel!"

Level 3: Listen and find multiple objects in a grid of 40 items: "Where is the purple paperclip?" "Find four flip flops!" "Find the wet beach ball!"

Features:

- 500 colorfully illustrated objects (including a really cute hedgehog!)
- Readers and nonreaders can play together! Instructions are read aloud and written. (And, there's a little help if anyone gets stuck.)
- Kid tested and parent approved! Objects are recognizable to kids and have been thoughtfully selected to be age-appropriate and "safe". (We aren't going to ask your kid to touch anything that is hot or sharp – especially because we know you've spent a lot of energy saying "NO!" already!)
- Compatible with iPad 2, iPad 3 and iPad Mini
- NO advertising, NO in-app-purchases!

Additional settings allow Mom or Dad to customize the game to match each child's learning level:

- Turn on/off colors and/or descriptors
- Turn on/off voiceover prompts for children learning to read

Lots2Spot is the debut app from Hiyu2. Look for more fun games coming soon!



Contact Info:

Stephanie Krimmel
stephanie@hiyu2.com

Jennifer Bartlett
jennifer@hiyu2.com

Web: hiyu2.com





Meet Jennifer and Stephanie – the founders of Hiyu2 and the creators of Lots2Spot.

They'll be the first to tell you that their perspective on games is exactly the same as their philosophy on finding a life balance: It shouldn't be all about work – you should feel like you're having fun!

Stephanie Kimmel

Stephanie is a user experience professional who loves playing games with 2 now 3-year-old B, but can't stand it when those games are ugly, or confusing, or encouraging toddlers to touch things like giant knives. You might even say she's *picky* (especially if you read her app reviews at pick-ykidappguide.com). She disagrees with Jennifer about which animal is the cutest in Lots2Spot.



Jennifer Bartlett

Jennifer is a designer by trade but her dream job is to draw cute things. Oh look, dream come true! Also while she thinks the squirrel is the cutest of all objects in Lots2spot she would probably run from one in real life. (Germs!)

Contact Info:

Stephanie Kimmel
stephanie@hiyu2.com

Jennifer Bartlett
jennifer@hiyu2.com

Web: hiyu2.com





An Interview with Jen and Steph – Lots2Spot Game Creators

By Hiyu2 January 6, 2013

First of all, how did you come up with the “Hiyu2” name?

Steph: It’s actually a tie-in to my childhood. I grew up on the south end of Vashon Island in Washington State. Our ferry was named the “Hiyu”.

Jen: And there’s a Hi-Yu festival in West Seattle.

Steph: (The name) is Chinook. It means “many or lots of”, but is also refers to a gathering or a large party.

Jen: Now we both think of it as a greeting, like something you would say to your friends.

Where did the idea of creating your own game app originate?

Steph: It was an insomnia inspiration. During one sleepless night, I brainstormed seven ideas for kids’ apps! The next time we met up, I went over my insomnia-inspired kids apps list – not quite sure the ideas would fly, but Jen totally got it!

Jen: Ever since I heard Joost Elffers’ speech about killing the client (from the 1999 Aspen Design Conference) I’ve been inspired to do just that. Not literally of course, but we’ve always talked about what our dream jobs would be. I’ve always wanted to draw cute things all day!

Steph: With life and work – it should be all about doing what you love to do. That’s one of the reasons why I started working for myself a few years ago. Jennifer and I choose to work together a lot, but we don’t always get to make all the choices.

Jen: I think it’s all about what makes you happy. Make work fun. It’s so much better if your life and your work are all moving in the same direction. By starting our own joint company, we can be our own client and do what we really love to do! Of course, I have a lot of personal graphic design projects that I still need to do. But now I can be the client and the designer!

Contact Info:

Stephanie Krimmel
stephanie@hiyu2.com

Jennifer Bartlett
jennifer@hiyu2.com

Web: hiyu2.com





So how did Lots2Spot become your first game app?

Jen: After we'd gone over "the insomnia list" the game concept kind of evolved from there! I have always loved video games like Frogger. I don't like violent games. I prefer games with cuteness and intelligence and something to draw you in.

Steph: Yeah, I just can't get into fighting a battle in a game. And when I play games with my daughter, I want it to be about learning and having fun and sharing experiences with her. I think they should be fun for parents to play along, but not require constant "help". Kids should be able to play the game themselves.

Jen: Kids games don't have to have a complex story or plot. They just need to be fun. And if they are learning something too – that's great.

Steph: I felt like a lot of kids' apps were missing something. I wanted them to be more something meaningful, plus fun and cute. Something a parent would want to play with a kid.

How did you decide what objects and creatures to include in Lots2Spot?

Steph: We originally thought about categories and what would be fun. A lot of organic thinking. It was so fun to get the initial drawings!

Jen: I was laughing so hard at comments she was sending back: "Something is wrong with the chicken eye" or "It's a little not quite right". But I knew what she meant.

Jen: When it came to drawing the objects – the idea of it was really appealing to me. The reality was not as easy...

Steph: Sometimes we'd get into these really heavy discussions, like: "Should it be a regular fox or an arctic fox?"

Steph: How to keep objects "safe" was a good benchmark/filter for the objects we chose. We really, really wanted to include a campfire and a cactus – but they didn't clear our filter.

Jen: At first, Steph nixed candy. Candy! Why not? But I made it look really cute with a transparent wrapper, so it passed. Somehow, I also got to include a Jellyfish. Really, no one actually has an opportunity to touch one, so we think it's ok.

Steph: Basically, if Jen made it look good enough, it passed.

Jen: I think I can still improve on the pig...

Contact Info:

Stephanie Krimmel
stephanie@hiyu2.com

Jennifer Bartlett
jennifer@hiyu2.com

Web: hiyu2.com





Will all of your game names feature numbers and words?

Jen: Umm no. I think that sticking to that formula would be too hard to keep up.

Steph: But it's a fun idea!

How would you describe your work style as business partners?

Jen: We've been friends for years. Since we've worked together on so many client projects, we're pretty aligned as a team. I've found in the past that logo design is usually really hard to do for yourself. But this one has been so easy to design because it's so ingrained in who we are.

Steph: When we were working on the logo, I give her the most random feedback like "It needs a cloud" or "It needs to be wide" and she knew exactly what I meant. In a way, it's exactly what we wouldn't allow our clients to do. But it's OK because it's us!

What other ideas do you have up your sleeve?

Jen: More animals are coming. More of everything!

Steph: There are so many more (objects) we need to do! We just realized we've barely scratched the surface on camping and sports equipment!

Jen: There are lots of ways we can expand on this game.

Steph: We hope eventually it can grow with your kids.

Jen: We fully intend to create a bust of Edgar Allan Poe.

Steph: Just try to figure out where we're going with that one!

Contact Info:

Stephanie Krimmel
stephanie@hiyu2.com

Jennifer Bartlett
jennifer@hiyu2.com

Web: hiyu2.com

