

PRESS RELEASE

Thursday, 6th June 2013

Irish SME Targets International Markets with New Education App

An Irish company with only four employees is aiming to become a market leader internationally with the launch of a new education app. The app, 'Symmetry School', has been developed by [PixelSoup](#), a digital media production company based at Dublin's [Digital Hub](#). In recent weeks, it has proved a hit in countries as far afield as South Korea, New Zealand and Australia.

The app is part of a series of educational interactive games, aimed at helping primary-school children to develop their mathematical skills. PixelSoup has been developing the series, called 'Spraoi School', over the past two years.

Commenting today (06.06.13) at the official launch of the 'Symmetry School' app, Philip Lynch, CEO of PixelSoup, said: "While the Irish curriculum inspired our series of educational games, they have been developed with an international audience in mind.

"When we began researching possibilities two years ago, we honed in on the 'space and shape' mathematical concepts that are taught to primary-school children in Ireland. We realised the exact same concepts are taught to children right across the globe. We recognised the scalability opportunities that presented, and we decided to develop an app that could be used by teachers, parents and children all around the world.

"Symmetry School went live on the App Store in 126 countries on 21st May, and is available in six languages. Already, it has reached No. 1 in the iPad Education App Store, and we've received glowing reviews internationally. South Korea is giving it a five-star rating, and we're also seeing healthy sales in the US, the UK, France, Germany, the Netherlands, Australia and New Zealand."

Mr. Lynch described 'Symmetry School' as a "short-form, visual-spatial, brain-twisting mathematical puzzle".

"To test our product, we released a whiteboard version to schools in Ireland last November," he said. "Over 600 schools and teachers signed up and are now using it in the classroom. Their feedback gave us the impetus to refine the app and launch an iPad version with enhanced gameplay features, including an iOS physics engine. The new app also has a 'homework' function for teachers and parents, whereby they can receive the results of their children's puzzle-solving activities.

"Over the coming months, we will release a number of other apps in the 'Spraoi School' series."

Digital Hub Success Story

At today's launch, Edel Flynn, Chief Executive Officer of the Digital Hub Development Agency, said companies like PixelSoup were the "real heroes" in terms of Ireland's economic recovery.

"In the face of a difficult economic environment, PixelSoup identified an international business opportunity and worked hard to expand into new markets," she said. "Their innovation and drive are indicative of the types of companies based at The Digital Hub. The SMEs here have adapted to the recession by pioneering new business models and products and reaching out to new markets. Small companies like these are the real – and often unsung – heroes driving Ireland's economic recovery.

"Digital skills and the STEM subjects – Science, Technology, Engineering and Maths – are essential to prepare our children for the ever-evolving workplace of the future. The 'Spraoi School' series developed by PixelSoup reflects this need. Products like these will help to foster much-needed skills in future generations."

'Symmetry School' Availability

The 'Symmetry School' app is currently available in iOS format, with PixelSoup planning to launch an android version over the coming months. The app costs €2.69, and is currently available in English, Irish, French, German, Spanish and Chinese.

Further information about PixelSoup is available at: www.pixelsoup.ie.

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Notes:

- Media wishing to interview Mr. Lynch are welcome to visit PixelSoup at any stage today. To organise an interview and / or a visit to PixelSoup's premises, please contact Martina Quinn, DHR Communications, on the number(s) above.
- Photographer Marc O'Sullivan has been commissioned to cover the launch of the Symmetry School app, and will be issuing photographs to all photo-desks at approximately 3.30pm today.