

SAM LABS

SAM LABS DISPLAYS REVAMPED EDU-TAINMENT GAMING APP AT TOY FAIR NEW YORK ON TRIPLE AWARD-WINNING, CURIOUS CARS KIT

FOR IMMEDIATE RELEASE

New York City, USA, 19 January 2017 - Empowering youngsters worldwide to get hands on with smart tech, SAM Labs makes smart construction kits of clever little blocks and a fun app that give everyone the power of technology to build awesome inventions. The company released their seventh kit, Curious Cars, kit last October, since racking up three awards (including an IFA Market Innovation Award, CES Innovation Award, and KAPi Award) and three additional shortlists for the kit.

SAM Labs has now released an updated app, allowing kids to stretch their imaginations and create projects, games, and inventions in no time. Through the newly gamified world that brings the game to life when used in tandem with the wireless SAM blocks, SAM's Curious Cars embraces the adventurousness of the childhood mind.

Made with Unity, the Curious Cars app is available for free download on [iOS](#) and [Google Play](#). Drawing inspiration from Monument Valley and the addictive nature of Candy Crush, the style and feel of the game emulates "Ms Pac-Man meets Love You to Bits" according to Giulio Ammendola, one of the designers at SAM Labs.

The SAM world can be entered through four sections: Onboarding, Car Building, Custom Cars, and the SAM Arcade, users can go from novice to head engineer of SAM, learning how the physical blocks work in collaboration with the app to how to program each of their own functions.

In the onboarding experience, kids are taught how building both physically and digitally can enhance their playing experience. As they graduate into more difficult building challenges, they begin to assemble a physical car that they can race in real life once completing all of the levels; but the fun doesn't end there.

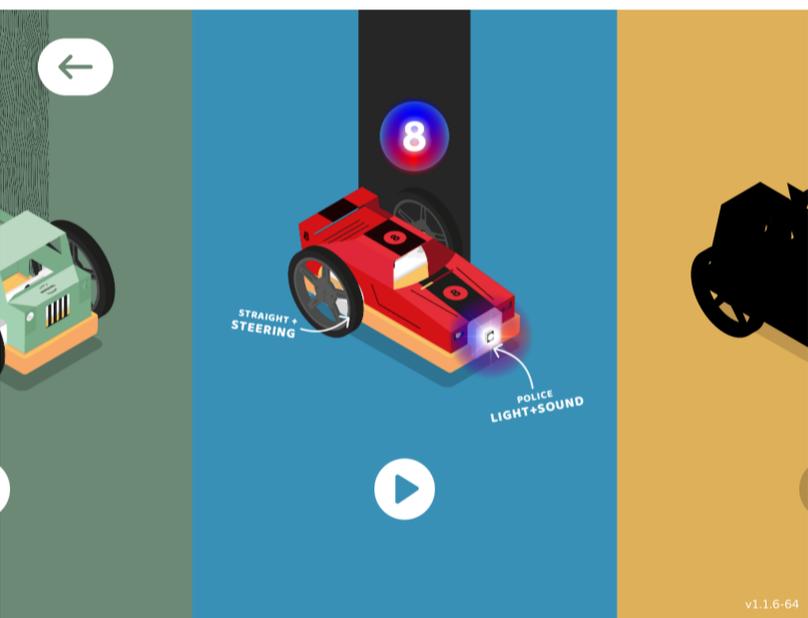
For kids who want to really tune up their vehicle, they can enter into the world of Custom Cars. By simply dragging and dropping features and blocks, kids can assign functions to their blocks to build customised cars, projects, or hacks; and since the Curious Cars' chassis have built-in Lego® connections, kids can further customise their cars in real life.

If kids feel exhausted from the Custom Cars' programming and logic playground, they can divert their attention to the fourth element of the app: the SAM Arcade. Packed with mini games, kids can immerse themselves by pressing a SAM Button to control the flight of a spaceship, or flick a SAM Slider to blast zombie birds in two different games.

If the four sections didn't sell the new app enough, the educational benefits of them surely will. Despite the look and feel of a traditional game, the Curious Cars app houses dozens of lessons in STEAM learning, spanning from coding, programming and logic to tangible building and experience-based learning skills.

Dr. Mark Griffiths of Nottingham Trent University, concludes that: "Video games have great positive potential in addition to their entertainment value." The doctor notes benefits stretch from getting kids of every demographic more engaged, to players experiencing interactivity that stimulates learning. "There has been considerable success when games are specifically designed to address a specific problem or to teach a certain skill."

SAM's Curious Cars will be available for play at Toy Fair New York City, Booth #4408 from 18-21 February at the Jacob K Javitz Convention Center. The kit, including the free Curious Cars app, retails for \$199, at Barnes & Noble, [samlabs.com](#), and Amazon, and will also be available for sale at SAM Labs' booth at the fair.



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