



## Zoodles Universal App Reviewers Guide

### Welcome to Zoodles!

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Zoodles is a set of free apps that puts computers, smart phones, ipods, and tablets into Kid Mode. The safe, fun, and educational Zoodles Kid Mode intelligently adapts the experience for each child based on their age, their skills, the device they are using, and any parental controls set.

The Zoodles Universal app has been specifically designed for Apple devices like the iPhone, iPod Touch, and iPad. Our free app allows you to put all of these devices into Kid Mode, engaging your child in a safe environment that's filled with fun and learning. Zoodles makes it easy for your kids to play and learn independently while you're on the go.

With our Premium Membership, Zoodles give parents smart tools to guide their child's online experience. Parents can customize Zoodles by shaping the content and subject matter, setting play time limits, blocking unwanted games and more, all through an easy Parent Dashboard. We keep parents up-to-date on their child's activities through frequent email progress reports.

Developed by a father of two and a talented team of software and educational experts, Mountain View, California-based Zoodles soft-launched in April 2009. By gathering the best educational content in one kid-friendly place, Zoodles finally gives parents an alternative to television that is safe, engaging, interactive and educational. The company recently received the coveted Gold Award from the National Parenting Publication (NAAPA), a seal given to the best children's products and parent resources as well as a 2010 Parents' Choice Award from the Parents' Choice Foundation.

Below is a reviewer's guide that will walk you through the Zoodles experience and showcase our core differentiators. If at any time during the review process you have questions (or suggestions!) please feel free to reach out to our PR team at [media@zoodles.com](mailto:media@zoodles.com). We'll respond as quickly as possible.

We hope you enjoy your time with Zoodles, and we look forward to hearing your feedback.

Have fun playing!

The Zoodles Team

## Creating a Zoodles Account

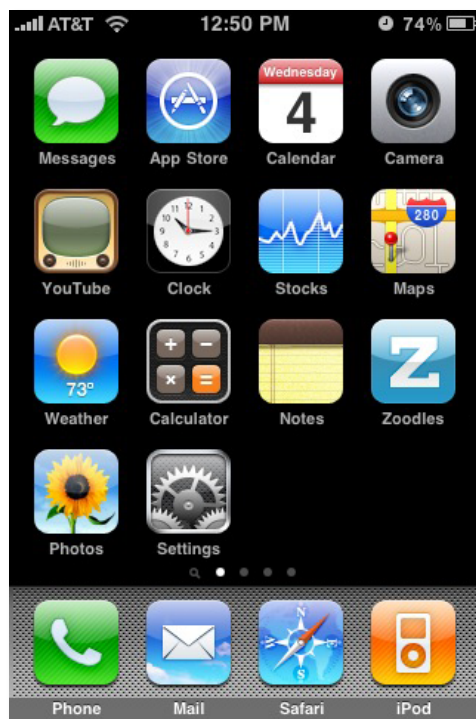
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- 1) To use Zoodles you will need to sign in with a Zoodles account and password.
- 2) When you use Zoodles for the first time, you'll be guided through a set up process for creating your account. This process takes 2 - 3 minutes, and is important in ensuring that your child's Zoodles experience is properly calibrated to their age and skill level.
- 3) During this process, feel free to create actual profiles for each of your children. For reviewing purposes, we suggest that reviewers create two example profiles - one for a 4-year-old child, and one for a 7-year old child - in order to compare and contrast the differences.

## Exploring the Zoodles Universal App

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Once you've downloaded the Zoodles Universal app, all you need to do is tap on the blue Zoodles icon to start exploring.



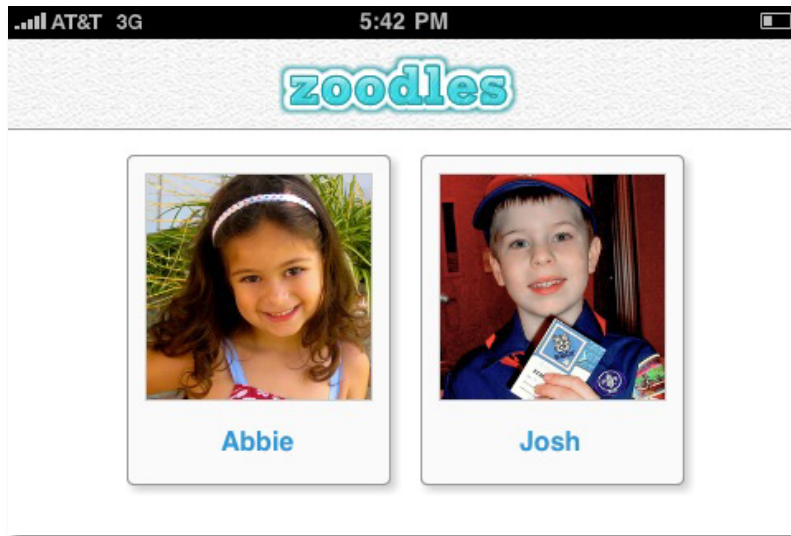
## Designed to Work on Any Device

Whether you have an iPhone, iPod Touch, or iPad, the Zoodles Universal app is designed to adapt itself to the unique capabilities of your device. Because of its additional screen size, for instance, the iPad is able to feature the Zoodles Art Studio, whereas the smaller devices rely on fun, educational videos to entertain your child.

## Designed for Kids

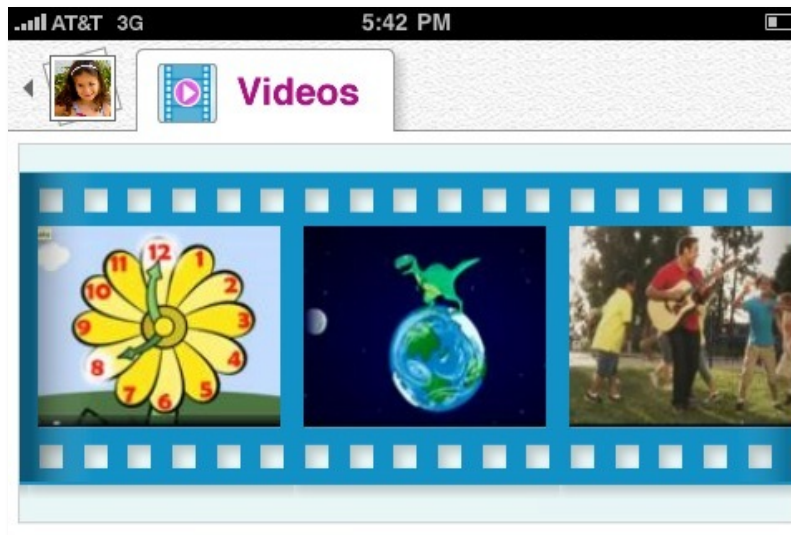
After just a few minutes of exploring, you'll quickly see that the Zoodles experience is one that was designed entirely with kids in mind.

The **log-in screen** (below) is where every child's play day begins. Even non-readers can identify which account is theirs, just by looking at the picture!



### Designed for Independent Play

Once you select a child, you'll be brought to their virtual playground. Below you'll see what this looks like for our example 4-year-old, Abbie.



Immediately you can see that the environment is so simple that any child could play independently and be endlessly entertained. There is no typing or reading required to navigate, and there are no complicated menus or interfaces to distract or endanger your child. To find and play videos, all your child needs to do is drag the filmstrip and tap on a picture to start watching!

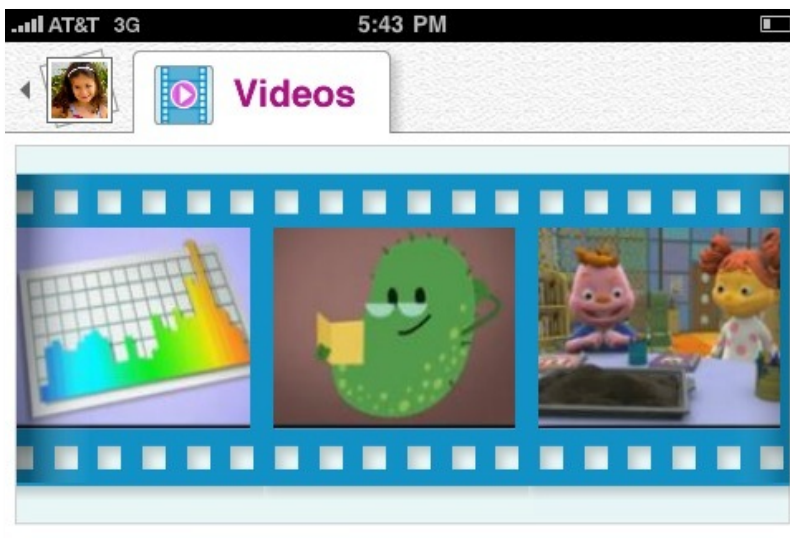
## Safe for Your Child

All of the content in our Zoodles app has been rigorously screened and evaluated by our team of educational experts. This team includes teachers, children’s media developers, anti-bullying advocates, child psychologists, and learning technology designers. Every Zoodles video has been watched through in its entirety and assessed for its educational value, its alignment with national and state standards, its entertainment value, and its age- and skill-level appropriateness.

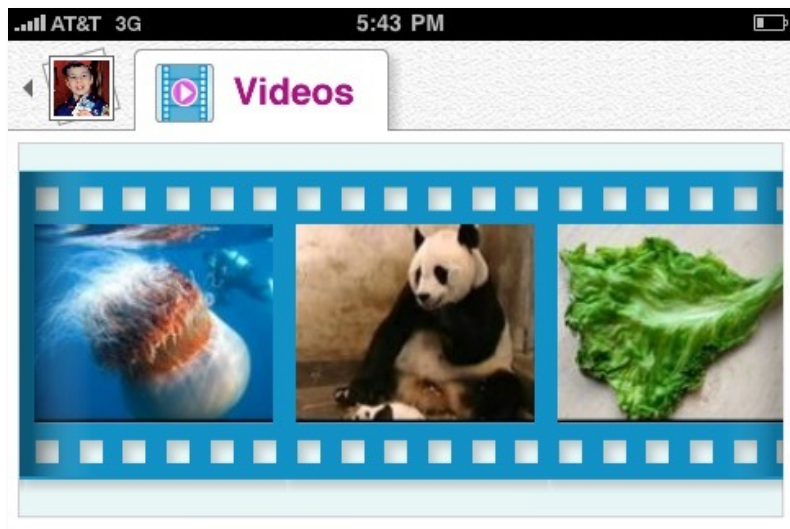
## Adapts to the Entire Family

With our single app, Zoodles can meet all of your family’s needs – it not only adapts to serve the needs of each child in your family, but it can even keep up with each child as they grow. The best way to understand the smarts behind the Zoodles app is by comparing the experiences for two different children.

Just within science videos, for instance, you can see that a 4-year-old gets songs like “I Love Charts,” videos about the journey of germs, and Sid the Science Kid clips about cleaning up.



A 7-year-old, on the other hand, gets more complex concepts having to do with marine biology, endangered species, and osmosis.

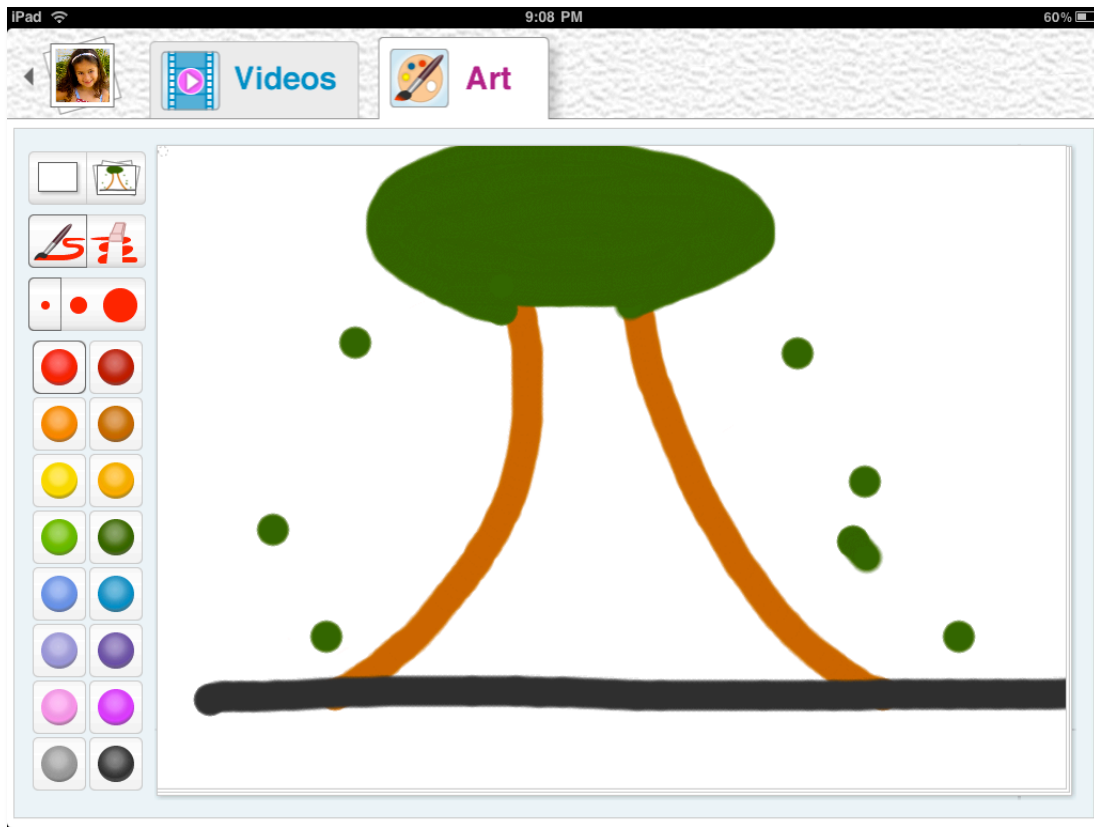


The videos we surface up to your child are really where the power of Zoodles lies. Because we know so much about what every video teaches, we are able to promote videos to your child that teach subjects specifically targeted to their age level.

We also take into account the skills that every child has, meaning that we select your child's videos based on things like whether they are able to read. Children with special needs – such as those who are hearing impaired or colorblind – are also empowered by our smart selection algorithms.

## Adapts to Your Device

Finally, the Zoodles app adapts to your device. Because iPads have additional screen space, for instance, we have integrated a vibrant Art Studio where your child can draw as much as they want, without the mess or hassle.



## Understanding the Parent Dashboard

The **Parent Dashboard** is the place for parents to go when they want to adjust any of the controls on their child's experience or learn about what their children have been learning and playing inside of Zoodles. To explore this area yourself, visit <http://www.zoodles.com/parent>.

The screenshot shows the Zoodles Parent Dashboard for a child named Abbie. The top navigation bar includes the Zoodles logo, the child's name 'Abbie', a 'Josh' tab, and an 'ADD CHILD' button. On the right, there are links for 'Help', 'Logout', 'My Account', and 'Forums'. Below the navigation bar, there are tabs for 'Overview', 'Art', 'Progress Report', 'Browse Content', and 'Education and Parental Controls'. The main content area is divided into two sections. The first section, 'Abbie's Art Studio', displays four art projects: a tree-like drawing, a collection of black dots, a tiger in a cage, and an orange animal silhouette. Each project has a star icon and a timestamp: 'Today', '2 weeks ago', '2 weeks ago', and '2 weeks ago'. A 'view all' link is present. The second section, 'What did Abbie learn?', features a pie chart showing the distribution of subjects learned. The legend includes Math (62%), Reading (15%), Science (10%), Social Studies (6%), Cognitive Development (6%), and an unlabeled category (1%). A 'this week | 30 days' filter is available. On the right sidebar, there is a profile picture of Abbie with an 'EDIT PROFILE' button, and a Facebook integration section showing 'Zoodles on Facebook' with a 'You like this. Unlike' button and a list of 2,069 people who like Zoodles, including Clara, Michael, and Kim.

In the Parent Dashboard, you can see **vibrant reports** on everything your child has been playing, broken down by subject, playing time, or content type.

### Weekly Activity Emails

These vibrant reports come straight to you in the form of a weekly activity email. These emails include even more detailed information about what your child has been playing and learning. You can see new characters that your child met for the first time that week, or their top ten favorite school topics, or even whether they've been watching too many videos.

### Promoting Subjects

The Parent Dashboard is also where you can *control* what your child plays and learns. One of our most unique features is the ability for parents to promote subjects to their children.

Using our simple sliders, parents can adjust the proportion of videos in every subject that are surfaced up to their child.

The screenshot shows a navigation bar with tabs: Overview, Art, Progress Report, Browse Content, and Education and Parental Controls. Below the navigation bar is a breadcrumb trail: Education and Parental Controls > Promote Subjects. The main heading is 'Configure Abbie's Playground'. Below the heading is the instruction: 'Use sliders to increase or decrease subject focus.' There are seven sliders, each with a colored bar and a label: Math Skills (orange), Reading Skills (orange), Science Skills (yellow), Social Studies (green), Cognitive Development (blue), Creative Development (purple), and Life Skills (pink). To the right of the sliders is a pie chart with seven segments, each colored to match one of the sliders.

## Blocking Unwanted Characters

For parents who dislike certain branded characters, it's easy to remove them from Zoodles. Simply click **Education and Parental Controls** and then **Block Shows**. Then just type or check off the characters who you'd like to block. The same goes for sites and even for specific videos.

### Block Shows

The screenshot shows a search bar with the text 'Spongebob Squarep' and a 'Search' button. Below the search bar is a list of characters with checkboxes next to them: Allie Finkle, American Girl, Arthur, Bakugan, Barbie, Barney, Batman, Betsy's Kindergarten Adventures, Between the Lions, and Blues Clues.

## Filtering Violent Content

### Criteria used when determining the violence rating:

- 0 No Violence
- 1 Violent innuendos, minimal aggressive actions
- 2 Explosions, blasts, shootings, lasers (no visible weapons)
- 3 Anything with a visible weapon (cannon, etc)
- 4 Cartoon simulated physical violence (fighting, shooting, etc.)
- 5 Real life simulated physical violence/shootings

### Only include games rated:

4 or less

We also give parents the ability to control the level of violence involved in their children's videos, according to our comprehensive violence rating system. Go to **Education and Parental Controls** and then **Violence Limits** to choose a rating level that you're comfortable with.

## Your Account

Finally, the **Parent Dashboard** is the place where you can go to adjust account information. You can upload a new profile picture for your child, change their birthday, or update their skills (e.g. give them permission to print).

## Pricing

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The Zoodles Universal app is 100% free for families to download and play. All the parental features and controls are part of our Premium Membership, which costs \$7.95 per month, \$39.95 for six months, and \$59.95 for a year. All new users will be given a 14-day free trial of Premium Membership.

You can learn more about the distinction between free and Premium Members below.

Feature	Free Users	Premium Members
<b>Zoodles Apps</b>		
Computer app	X	X
Android app	X	X
iOS Universal app	X	X
iPad app	X	X
<b>Kid Features</b>	X	X
Full screen mode capability	X	X
Educational content	X	X
Age and skill-level appropriate content	X	X
Safe browsing to Zoodles-approved URLs	X	X
Zoodles Art Studio	X	X
Ad-blocking		X
<b>Parent Features</b>		X
Play timer settings		X
Promote educational subjects		X
Block unwanted sites, shows, and games		X
Block content types (e.g. videos, printables)		X
Violence filtering		X
Add sites and games		X
Access to Parent Dashboard		X
Weekly activity reports		X