



## **pressrelease**

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# **idoodlesoftware inc. and “Olly the Little White Van” Global Software Venture Breaks Mold**

## **Innovative Company Signs Multi-Year Software Development Deal with UK’s Favourite New Children’s Television Show**

Ottawa, Ontario and London, England – January 31, 2012 – idoodlesoftware inc., an education software company offering innovative solutions to bridge the gap between traditional and digital learning, announced a multi-year global venture with UK-based children’s license and television show ‘Olly the Little White Van’ that promises to radically shake up the worldwide educational software market.

‘Olly the Little White Van’ debuted on ITV in the UK last June and its second season has just started. Its star is Olly, a little all-purpose van with the character of a loveable puppy. The underlying theme is all about “having fun helping”, which has struck a real chord with audiences. Created in the latest HD 3D CGI animation, the 52 x 5 minute series has a growing fanbase in the UK and is on track to be in up to 30 markets around the world by the end of the year.

Conceived as great entertainment for boys and girls, but underpinned by strong ‘wholesome’ values, Henry Becket, the creator of the TV programs always saw the potential beyond conventional product licensing, and is excited by the prospects of working with idoodlesoftware.

“In the 21st century it no longer suffices simply to stick a series on TV and spin off a few product licences”, Henry said. “Children and their parents – not to mention influencers like grandparents and teachers – now absorb media and interact with brands from all directions and ours aims to be part of their lives over the long-term. The crossover between entertainment and education is an exceptionally interesting territory in view of what we are trying to do – especially in the kind of new media in which idoodlesoftware specialize.”

For idoodlesoftware, Olly represents an opportunity to change the way young children engage with both software and technology by taking interactivity to a whole new level. The Olly series of book apps will transport children into a rich, multimedia environment by combining storytelling, incredible

3D animation and revolutionary software augmentation. The books will also provide educational value and help children learn to read by incorporating a unique “read along” feature that allows them to see, hear and interact with the words as the story progresses.

Robert Sowah, idoodlesoftware’s Chief Executive said, “Henry’s team have created something very special in Olly; not only is it fun to watch the show but it conveys strong social values, such as helping and caring, in a entertaining way. Our goal is to further expand that “magic” to various electronic devices through an incredible software experience, and with a bit of “secret magic” ourselves. Combining education with entertainment is the key to learning for young children”

The Olly series of interactive book apps are targeted to be available across several digital platforms including Microsoft’s Windows computers and tablets, Apple’s iPhone, iPad, iPod Touch and Android smartphones and tablets starting later this year.

**About idoodlesoftware inc.**

idoodlesoftware, inc. is an education software company out to bridge the gap between traditional and digital learning. Founded in 2008, the company is based in Ottawa, Ontario, Canada and London, England and has a portfolio of educational software which is installed in over 8,000 schools representing 4,000,000 students.

For more information please go to [www.idoodlesoftware.com](http://www.idoodlesoftware.com), or follow idoodlesoftware at <http://facebook.com/idoodlesoftware> and <http://twitter.com/idoodlesoftware>.