

**Please direct inquiries to:**

Aubri Tallent

[aubri@littlebearses.com](mailto:aubri@littlebearses.com)

FOR IMMEDIATE RELEASE: **January 30, 2012**

**Little Bear Sees Launches First-Ever App for Children with Cortical Visual Impairment**

*Tap-n-See Zoo app available on the iPhone, iPad for children with CVI*

HONOLULU, HI – The new mobile app will help children with cortical visual impairment (CVI) improve their vision.

The Tap-n-See Zoo app, released this month, features animal characters that float across the screen. When children tap the screen, the animals come toward their finger, providing an interactive activity that helps them to improve their eyesight while learning cause and effect. It has been developed by Little Bear Sees, a company that aims to help children with cortical visual impairment (CVI) learn how to improve their vision.

"We are very excited to launch this app, which is truly the first of its kind to help children with CVI," said Aubri Tallent, Co-founder of Little Bear Sees. "With intervention, it is possible for children with this condition to improve their vision significantly and make remarkable progress, which is why we do what we do."

Developed for the iPhone and iPad, the Tap-n-See Zoo app provides a simple cause and effect platform that will entertain all children, including those without CVI. Its full version is customizable in a number of ways, including the ability to change the background color, the types of animals that appear, the reward sounds and the size, speed and color of the animals. There is also a "lite" version available.

In the future, Little Bear Sees plans on creating additional apps that include more complex features, which will allow for even more advanced learning. The company will also continue working toward helping kids with CVI and other visual impairment disorders through its website, upcoming book and additional products.

"Like this new app, Little Bear Sees is based on our family's experiences with our son, who has CVI, and our struggle to find doctors and therapists who knew how to handle the condition," said Tallent. "There are many stories of children not receiving the help they need because of misdiagnoses, and so our goal is to change that."

Little Bear Sees (<http://littlebearses.com>) is dedicated to raising awareness of CVI and providing families around the world with the resources they need to help their children improve their vision. The full version of the Tap-n-See Zoo app is available at <http://itunes.apple.com/us/app/tap-n-see-zoo/id491247565?mt=8>.

###