

BRIO releases creative game app for the youngest

BRIO's first ever game app features a unique combination of entertainment and educational fun for the youngest. It will be available for both tablet and phone devices in February 11 2016 and offers endless opportunities for children to play and learn in a completely safe, digital environment.

Same brand – different platform

BRIO railway's creative possibilities has been its key to success. Now when BRIO enters the digital world and launches its first game app, BRIO World – Railway, the same open-ended play philosophy has been applied to the concept.

– When entering the digital world it was very important for us to keep the same feeling and values that people recognize and associate

with BRIO from the analogue world, says Francisca Kertzscher, Head of Marketing at BRIO.

Creativity before distraction

The BRIO app offers a unique combination of entertainment and educational fun for the youngest app users.

– The app gives the youngest children an opportunity to practice and develop their creativity in a playful way. Many other apps targeting young children only offer distraction and entertainment, says Linus Feldt, CEO of app developer Filimundus who has developed the app in collaboration with BRIO.

It is up to the children to decide what their world will look like and then figure out how it all works. By placing different things in the app, they start different missions. If you place a station, passengers that want to go somewhere will appear. If you place a crane, different loads will appear for the trains to transport.

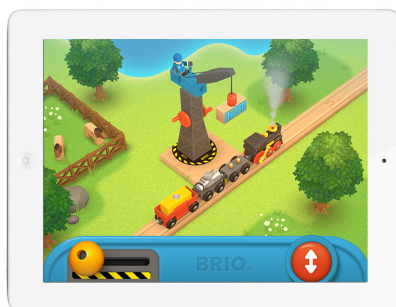
The simple missions will teach the young children problem solving and at the same time bring a depth to the experience. But most importantly, the game is based on BRIO's core values – trust and joy.

– When developing new products we always put safety first. Parents know that BRIO offers a fun and safe place for children. Our app is a closed digital environment where you do not have to worry about what links your child is clicking on and what web pages he or she may end up visiting, says Francisca Kertzscher.

The BRIO app targets children from 3 years and up. It will be available for tablet and phone devices on platforms iOS 8, Android 4 and Windows 10. The price will be 2.99 EUR, 2.99 USD, 30 SEK. The BRIO app will not have any in-app purchase features.

Further information

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The BRIO app lets children build their own BRIO railway layout with tracks, trains, characters and other accessories from the BRIO World and then explore and interact with it through small and simple missions.

– The children will grow with the world. The more they play with the app, the more features will be revealed to them, says Linus Feldt.

About BRIO

For over a century, our driving force has been to spread joy among children around the world. We want to create happy childhood memories where the imagination is allowed to flow freely. BRIO is a Swedish toy brand that creates innovative, high-quality and well-designed wooden toys that give children a safe and fun play experience. The company was founded in 1884 and is represented in over 30 countries. For more information, please visit www.brio.net