



Happy Geese: A New iPad Gaming App for Children with Autism

Today, April 2nd, World Autism Awareness Day, Appically has launched Happy Geese, the first gaming app specially designed for children with special needs that runs on iPad and iPad mini. Happy Geese is an innovative app that offers an easy and accessible version of the classic board games of Snakes & Ladders and The Game of the Goose.

Barcelona, Spain – April 2nd, 2013 – The latest report from the Centers for Disease Control and Prevention in the US estimates that 1 in every 50 children is affected by an Autism Spectrum Disorder (ASD), compared to 1 in every 150 children in 2007 (<http://www.cdc.gov/nchs/data/nhsr/nhsr065.pdf>). These figures are a measure of the rapidly growing need for solutions to improve the lives of this important segment in our society. Over the past three years, smartphones and tablets have become some of the most popular platforms for people affected by ASD.

Appically was founded in 2012 and is a company that specializes in developing apps for people affected by ASD, ADHD (Attention Deficit Hyperactivity Disorder) or who have other special needs. The company is based in Barcelona, one of the main centers of innovation in Southern Europe.

Happy Geese is their first app and the first gaming app specially designed for children affected by ASD and other special needs. Happy Geese includes simplified versions of classic board games like Snakes & Ladders and The Game of the Goose (its European equivalent), with carefully designed boards and various levels of difficulty. The app is also one of very few apps that can be played by children with ASD together with their family and their friends.

Educational features have been included in the design of Happy Geese: the app includes visual hints, dice with colors, shapes, letters and numbers, great animations and other elements that allow parents and educators to adapt the game to every child's abilities. The app also helps to teach how to take turns and the clutter-free design eliminates unnecessary distractions - a key requirement for children affected by ASD.

Happy Geese is available on iTunes as a free app that is fully functional and includes 4 boards. Six additional boards are available for USD 1.99 as an in-app purchase.

* * *

Contact:

David Deprez and Francesc Sistach

Appically S.L.

ESADECreapolis - Av. Torre Blanca 57, 08172 Sant Cugat, Barcelona, Spain

Tel: +34 607 345 497

Web site:

<http://www.HappyGeese.com>

Screenshots:

<https://www.dropbox.com/sh/mwtsin8ze3v36jh/tyybZF8zK>

iTunes:

<https://itunes.apple.com/us/app/happy-geese/id605799337>

Facebook:

<http://www.facebook.com/Appically>

Twitter:

<http://www.twitter.com/appically>

1-minute video:

<http://www.youtube.com/user/appically>