



About Giggles Computer Funtime For Baby

The Giggles Computer Funtime For Baby™ Software Series was created by a father searching for an effective and playful way to introduce his son to the computer. Frustrated with the lack of good entertainment software products for babies, he decided to create something that all parents could use to introduce their babies to the computer in an entertaining, playful, fun, and educational way. Babies just LOVE to tap the keys on a computer keyboard – well now you can let them!

This unique award-winning software lets babies tap away on the keys, any key at all, and makes it baby-friendly and a lot of fun to do. And rest assured, your computer and valuable files are safe from baby's curious fingers while they are doing it. No more deleted files or files renamed to "sdsosdfjbsd" by your baby!

Carefully crafted after more than 2 years of real-world research, Giggles Computer Funtime For Baby™ is age and developmentally appropriate for little ones as young as 6 months old and babies just love it!

While being simple in operation – you start one of the 14 activities and babies tap away on the keys – this very unique software has the ability to be used in different fun and educational ways. This flexibility allows you to tailor your baby's experience through your own interactions with them. For example, in Shapes, parents are encouraged to discuss the shapes and colors as they appear on-screen, have baby point at and touch the shapes, learn each animal character's name and type of animal, and learn what each animal sounds like. These are just a few examples, and combined with the 50+ great songs included with each title, our research has shown it to be effective and wildly entertaining for babies up to 24 months old, and even beyond.

We are profoundly dedicated to providing you with the very best way to comfortably and easily introduce your baby to the computer. It's incredibly easy to use, and we're certain this uniquely baby-tailored software will have you both giggling and sharing wonderful moments together right out of the box.

Giggles Computer Funtime For Baby™ provides you with another opportunity to further enrich that special bond you have with your baby. Have fun and share as many precious moments of laughter and love with your baby as you can!





Software for babies 6-to-24 months? YES!

We've had people ask us how our software could be for babies as young as 6 months, and also be appropriate for such a large developmental time period up to 24 months. After all, babies go through a lot of changes and development over the 6-to-24 month time span.

We spent over 2 years of development and research to craft Giggles Computer Funtime For Baby to work effectively throughout these age ranges. We designed the activities and the experience in such a way that what changes and adapts is how the child interacts and plays with the program, more than the program itself. The child's growth and learning causes them to interact differently with the activities depending on their age and ability, and the activities are able to adapt in return to the child's capability.

The littlest users at 6 months are just looking to whack away on the keys and pretend to be like mom on the computer. The program locks out the system and lets them tap away safely without endangering mom's files or computer. Babies are delighted to be able to touch the keys and see results on-screen. As they advance through the 9-10 month stage, they are fully recognizing the cause-and-effect of their actions with the fun and engaging on-screen feedback they receive from their key presses.

After 12 months or so, babies become much more precise and meticulous about their key presses and the responses they get on-screen. Parents are encouraged to begin interacting with babies by naming the shapes, colors, and animal characters out loud. This is how they learn about these items while playing and how enriching interactions between baby and parent are enabled.

In addition to the parent-child interactions encouraged between 12 and 24 months, babies are also encouraged to learn the mouse with a really clever system we've built into the program. It teaches them the cause-and-effect of moving the mouse, and essentially "trains" them to move the mouse more accurately and confidently. They can also click the mouse button to receive a different on-screen action and reward than they get when they hit a key.

Throughout all of the stages of play, the 50+ songs provide endless satisfaction and musical enrichment for both parent and child. Baby is exposed to different styles of music with different moods and feeling, and parents are able to further tailor their baby's experience using different musical selections.

By 24 months, they're typically able to say the names of the shapes, the names of the colors, and the names and sounds of the animals. They have become more adept at operating the mouse and can often choose their own activities now, using the oversized easy-to-hit buttons on the main menu. Most importantly, during this entire time they have had a lot of fun! And we really feel that is the highlight of the program's capability. To engage baby and parent to smile together, laugh together, and play together.

So, the product doesn't change throughout this entire growth period, but how the baby interacts with it and plays with it changes and grows, making it appropriate, engaging and fun for the entire recommended age range of 6-to-24 months. And parents can purchase it at any time within that age range and their baby's current abilities will fit right in and they'll be playing with it immediately.



Fact Sheet

Company Name	Leveractive, LLC
Tagline	Creativity In A Playground Of Technology
Year Business Began	2004
Business Description	Interactive Media & Video Game Development - Specializing in entertainment and educational software for the baby and toddler markets.
Brands	Giggles Baby™ Target: Products for the 6-to-24 months age range Giggles Toddlers™ Target: Products for children ages 2 to 4 years old. Giggles Kids™ Target: Products for children ages 5 to 12 years old.
Products	Giggles Computer Funtime For Baby™ Description: Award-winning keyboard tapping software for babies. Tagline: Babies Just Love It! Giggles Computer Funtime For Toddlers™ Description: Creative software for little hearts and minds. Giggles Kids™ ArtStart™ Book Series Description: Explore artistic expression through magical stories.
Product website(s)	Giggles Computer Funtime For Baby™ www.Giggles.net
Distribution	Distributed to retail in the U.S. & Canada by: Navarre Corporation Contact: Sue Saevig (763) 971-2825
Product Representation	Product lines represented in the U.S. & Canada by: ReLaunch Contact: Emilie Canty (415) 482-7910 Product lines represented in international markets by: GSM Innovations Contact: Roger Faulb (440) 871-8267
Corporate Address	1240 Stockbridge Rd. Webster, NY 14580
Corporate Officers	Tim Leverett - CEO & Creative Director
Contact Information	For press information or images: Tim Leverett, Leveractive 585-755-5579 or email: tim@leveractive.com



Backgrounder

In 2001, Tim Leverett was content with creating award-winning multimedia and interactive projects for Fortune 500 companies and top advertising agencies. Having spent years in the Upstate NY advertising and marketing world as a designer, art director, and creative director, he had no plans for a career change. Then fate stepped in. On October 5th, 2001 - he became a dad.

Ten months later, he found himself searching for a way to appease his son's insatiable appetite for banging on the keys of his computer keyboard. Frustrated with the lack of software available for babies, Leverett embarked on a quest that would change his focus and ultimately his future.

For the next year, he bounced around the idea of developing software for babies, but wasn't able to devote the time it would take to do it correctly. Finally in October of 2003, Leverett was able to commit the necessary assets and time to the effort, and his "software for babies" project was officially kicked off.

About a year into the product's development, Leverett joined forces with fellow interactive developer and illustrator Mike Governale and formed Leveractive. The primary goal of Leveractive was to create an adorable, and most importantly fun and age-appropriate computer software experience for babies.

After 2 years of extensive research, testing, and development, their unique product was ready for prime time. In November of 2005, Giggles Computer Funtime For Baby™ was launched, with the first title, Shapes, targeted at the 6-to-24 month old crowd. The title garnered 6 prestigious industry awards in it's first 6 months on the market, and new accolades continue to roll in. There are plans for 8-10 different titles in this award-winning software series. The product's accompanying website, Giggles.net, was also launched November of 2005. The website allows consumers to sample the software titles and purchase boxed CD sets, or instantly downloadable versions of the software.

A rare find in today's youth software market are titles available for the Mac community. Leveractive has answered the needs of Mac users by making each Giggles Computer Funtime For Baby™ title available for both the PC/Windows and Mac/OSX platforms at the same time. For added convenience, each boxed CD set ships with both PC and Mac versions included on the same install CD. Not only is this great news for Mac users, but also great for customers that may have both system types in the home.

Leveractive remains competitive and agile in a rapidly evolving marketplace by utilizing an extensive network of outsourcing partners, including public relations, manufacturing, sales, fulfilment and distribution. Leveractive is focused on becoming a market leader, and on creating and marketing outstanding award winning software titles for the baby and toddler market.



Biographies

Tim Leverett - President/Founder

Tim Leverett has had a varied background of artistic, creative, and business endeavors. He began his professional career as a self-taught graphic designer in the late 1980's, and over the last 17 years has worked for leading advertising agencies, and as a freelance designer, in Upstate New York and Toronto, Ontario.

In the agency world, Tim has held positions as a Designer, Art Director, and Creative Director, completing and directing work for top Fortune 500 clients and projects. He has won numerous advertising and design industry awards, including 3 Addy Awards, 7 Axiem Awards, a Telly Award, and 4 Platinum and Gold Record Awards for CD cover artwork and design from the Recording Industry Association of America.

As a freelance professional and entrepreneur, Tim honed a sharp skill set in interactive media development, as well as business, and became a sought after multimedia developer in Upstate New York. He has operated two successful design and creative consulting businesses, specializing in the development of interactive media work for Upstate NY advertising agencies and corporate clients. In 2003, inspired by his 1-year old son, he began shifting the focus of his company, changed the name to Leveractive in 2005, and dedicated himself to the development of unique software titles for the baby and toddler market.

Since then, the Giggles Computer Funtime For Baby™ software series for babies has won many awards and been critically acclaimed since its release in early 2006. It is now available in major retail stores across the U.S., Canada, Mexico, and Australia. Tim continues to run his company with entrepreneurial spirit, and sees great opportunities on the horizon.

Tim has a relentless passion for forward thinking, growth and learning. In fact, he has a relentless passion for passion, that happens to run in the family. His wife, Jamey, is a former ballerina, gifted choreographer, and current Artistic Director of a ballet company.



Leveractive: Competitive Differences

What makes Leveractive different from the competition?

We are a small development company that still cares deeply about the small details. Our product and its development is never lost in a large workplace bureaucracy, and the creative never gets distilled down through group meeting and consensus. We're able to keep our eyes squarely on the task at hand, and pursue it to absolute perfection without any concern for corporate politics or outside distraction.

We are also deeply vested personally in each individual product and title, so each is given the attention it deserves from development, to marketing, to sales, to follow-up customer service. This commitment to each product and product line will help us to build a strong brand portfolio of unmatched quality in our target market. Concentrating on a small product portfolio allows us to focus our efforts for maximum results, maximum quality, and maximum customer service.

How is our product or service better than the rest?

We approach the development of each product from the perspective of the user – babies – first and foremost. We then take a hard look at the way the product functions for both the baby-user AND the parent-user. “Simplicity” and “efficiency” are core for the parent, and “fun”, “adorable” and “entertaining” are essential for the baby. An open company atmosphere of flowing creative thought, and the relentless pursuit of perfection in these areas results in our product being different from the competition.

On the technical side, exploration and utilization of cutting edge technologies gives our software a responsiveness, usability, and experiential quality that is unmatched in this product category. Other manufacturers and developers use complex technologies designed for other purposes, which often results in a complex experience for the user. Through proprietary techniques and attention to usability, we are able to make our technology transparent and focus the user experience on simplicity and fun.

The industry agrees. Giggles Computer Funtime For Baby garnered 6 different prestigious industry awards in just it's first 6 months on the market. And parents agree. We have received enormous positive feedback, praise and thanks from the thousands of parents who have purchased Giggles Computer Funtime For Baby since its release.

We are committed to providing this level of experience and quality to both PC/Windows and Mac/OSX users equally. Our PC/Windows versions of our programs are developed on PC's and our Mac/OSX versions are developed entirely on Macs from the ground-up.



A personal note from the creator of Giggles Computer Funtime For Baby™



My son TJ, the source of my inspiration

Dear Parents,

There is nothing more profound and meaningful than the connection between you and your baby. It asks for nothing more than the acceptance of its gift – pure love and joy. Your baby's smile has the power to melt your heart. Their laugh can change your world. If you engage and foster these priceless moments of fun and laughter with an open heart, your joy will be limitless.

I originally created Giggles Computer Funtime For Baby™ to share more laughter and fun with my own child. He wanted to spend time with me at the computer, always wacking away at the keys while I was working, but I was unable to find software appropriate for a child his age - between 6 mos & 24 mos. Everything I found was geared toward more advanced learning and complex interactions with the computer - there was nothing that was just fun, with simple cause & effect interactions.

After a lot of research and hard work, I've created something unique that I'm proud to share with you, and it turns out, babies just love it! Enrich your child with the uniquely baby-tailored fun of Giggles Computer Funtime For Baby™, and you'll see them laugh with complete abandon and fill your heart with joy.

Tim Leverett
Creator, The Giggles Computer Funtime for Baby™ Software Series



My wife Jamey and son TJ, now 4-years old, remain a constant source of inspiration.