WiggleWorks Product Brief (1/95)

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TOPIC ---

This article is a brief description of WiggleWorks for Macintosh.

DISCUSSION --

Product Description

  WiggleWorks is an entertaining story collection that uses fun
  activities to help children learn to read and write.

Prospects

  Parents of children ages three to eight.

Key Selling Points

• Helps children learn the basics of reading and writing
• Fun activities expand kids' creativity
• Involves parents
• Lets children work at their own pace.
• Keeps kids' attention for long-term value.

• Helps children learn the basics of reading and writing.
  - Read books. Kids can read a WiggleWorks story themselves, or have the
    narrator read it for them. They can click on unfamiliar words to hear
    them read out loud. "My Words" lets children choose words from the
    stories to build a personal word list. With a microphone, kids can
    also record themselves reading, then listen to how they sound.
  - Write stories. Kids can use WiggleWorks to write their own stories,
    which can include words from their own word list and the WiggleWorks
    word list. The "Story Starters" feature is available if young writers
    need ideas for beginning their stories. "Paint Tools" lets children
    create pictures to accompany their writing.
  - Practice the alphabet. Kids can learn to recognize letters by playing
    with them on WiggleWorks' electronic "magnet board." To coach kids
    along, their friendly worm host can speak the letters and suggest fun
    things to do with them.

- Fun activities expand kids' creativity. WiggleWorks helps children become creative writers. their imagination is the only limit to what they can do with it.

  To entertain and inspire kids, the WiggleWorks CD includes three books with colorful illustrations and engaging music:
  - Peanut Butter Rhino. A story about a happy-go-lucky rhino who yearns for his missing peanut butter sandwich.
  - Birds on Stage. Rhymes and riddles about a family of feathered friends.
  - Frog's Lunch. A tale about a frog and his rather unfortunate lunch: an innocent fly.

  Kids can rewrite and re-illustrate the WiggleWorks stories as much as they like, using existing characters or adding themselves and their friends as characters. They can also write and illustrate their own stories. Their guide for these and other activities is the friendly WiggleWorks worm.

- Involves parents. Each WiggleWorks story comes with a parent activity card that offers ideas for writing stories and for related reading, drawing, singing, and play activities that parents and children can participate in together. With a microphone, parents can also record ideas and words of encouragement for their kids.

- Lets children work at their own pace. With WiggleWorks, kids and their parents are in control of the learning environment. If the exercise is reading, parents can set the pace at which text is highlighted and read by the narrator; they can even customize the settings for different children. WiggleWorks also lets kids choose their own stories and signals them when its time to turn the page. In addition, kids can choose to read to themselves, read outloud, or write their own stories. If the exercise is writing, kids can take all the time they need to develop a story.

- Keeps kids' attention for long-term value. WiggleWorks combines story telling, drawing, reading, and writing activities -- typically found only in individual software packages -- on one convenient CD-ROM disc. This variety means that kids will find exciting new things to do with WiggleWorks every time they use it -- so they'll want to keep using it for a long time. And the customization features enable parents to keep WiggleWorks challenging as kids get older and increase their skills.

Product Details
- Any Apple Macintosh computer with a 68020 or later processor, including Macintosh LC, Macintosh II, Macintosh Performa, Macintosh Centris, Macintosh Quadra, Power Macintosh, and PowerBook computers.
- At least 4 megabytes of memory.
- A 12-inch or larger color display.
- A CD-ROM drive.
- System software version 7.0 or later.
- Recommended: A microphone (for recording children's and parents' voices).

Availability and Localization
• WiggleWorks will be ready for order in late September, 1994. It's
  presently available in U.S. English.

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23 Jan 1995 - Corrected spelling of WiggleWorks.

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