Is this the app to get kids off apps ?

Thursday 30 April, 2020

Matmi Educate is proud to announce the launch of 'Lucia's World' - a completely revolutionary app that turns children's education on its head. Lucia's World's main purpose is to encourage children and their parents to explore technology together in a mindful way and also to avoid being completely reliant on it. The app even comes with a 'screen time alarm'!

18 months of dedicated development has gone into the app. With the current pandemic seeing more mobile app downloads by kids than ever before, many parents and carers may be encountering 'screen time guilt' as they try to find quick alternative, constructive and creative learning opportunities for their children. Lucia's World aims to help restore a healthy balance between digital and real world learning opportunities.

Lucia's World feels like an interactive TV show, which encourages kids to use their creativity and develop language skills with positive lessons on mindfulness and well being. It's creation is the result of a collaboration between Matmi, winner of a variety of industry awards for educational apps, and Lucia Davies, children's author and renowned entertainer.

Jeff Coghlan, Managing Director at Matmi explains "Technology should enhance our lives, not control them, throughout the platform we continuously inspire children to explore the world around them through completing fun and educational activities."

Lucia Davies comments "I have noticed that children are becoming more reliant on technology for problem solving, socialising and entertainment. It's imperative that children and their families spend quality time with one another in the real world and not too often in cyberspace. Finding a healthier balance has never been more important as it is today. Jeff and the wonderful Matmi team however, have great ideas on how to regain that healthy balance. The narrative in Lucia's World has a strong driving force to achieve this"

Back in the '80's, 'Why don't you' was a TV show that encouraged kids to reduce the amount of time spent in front of the TV screen. 40 years on, our app continues to support this belief.

We look forward to welcoming you into Lucia's World. It's time to unlock your imagination!

-ends-

About Lucia:

Lucia is a long standing professional children's entertainer and author with over 30 years of experience entertaining children from all walks of life. She has supported children with adoption and fostering, in hospitals and respite centres, and those with additional needs and families from severely socially deprived backgrounds. Over the years, Lucia has been invited to entertain the children of some high profile families who have helped her raise awareness of vulnerable children. By entertaining the children of families such as the Beckhams, the Rooneys, Gary & Dawn Barlow, the Flintoffs, the Nevilles and Marcos Roho & Eugenia Lusardo, Lucia has been able to reach a wider audience.

Working with children is a calling for Lucia. Her dedication and commitment to meeting their needs has given her a wonderful reputation in education and on the family entertainment circuit.

About Jeff Coghlan

After establishing his creative agency, Matmi, 19 years ago, Jeff has worked across a variety of business sectors. For companies including PlayStation, Microsoft, Dell, ITV, BBC, Universal, Red Bull and Merlin, he has directed and produced many award winning games, apps, platforms, gameshows and even designed theme park attractions. He has co-produced games with celebrities including the Gorillaz, Lilly Allen, Iron Maiden and Warwick Davis. Much of Jeff's work has gone on to be featured on television, achieved top ten positions in the relevant app-stores.

Jeff has worked with many charities and global organisations including Cancer Research, the European Union and the United Nations, with whom he has collaborated on the development of their Global Goals Strategy.

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For many, the digital environment sits alongside the real world and Jeff looks forward to the next revolution where digital and physical can come together to create a seamless world, and where we can interact with emotion and motion to humanise technology and change society for the better.

About Matmi

For clients who recognise that the days of advertising through interruptive, one-sided messaging are over, Matmi uses technology to champion participation, sharing and discovery.

Matmi has over 19 years of experience creating award-winning projects across a range of sectors. So, whatever the client engagement objectives, they deliver beautiful technology-driven solutions with a human heart.

App Store https://apps.apple.com/app/id1485556757

Google Play Store https://play.google.com/store/apps/details?id=com.matmi.luciasworld

Website http://lucias.world

Facebook https://www.facebook.com/lucias.world1/

Youtube https://www.youtube.com/channel/UCspu4MFXuzDMIfnlhYkETZg/

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