

The Mozbii Turns Technology into a Color Picking Crayon Box

TAIPEI CITY, TAIWAN, September 5, 2014 /EINPresswire.com/ -- There was a time when all the color that a child at play needed could be found in the big box of Crayola crayons. But that was before technology. That was before 16-bit color sensors could recognize more than 65,000 different colors in the spectrum. And that was definitely before the arrival of the Mozbii, the world's first stylus designed for kids that allows them to turn their own environments into a color picking palette. Mozbii inventor Jeremy Shu has two kids and 26 years in IT, so he knows a little bit about how kids play and also how they interact with technology. As a parent, he understands why it's important for kids to do more than just stare at a screen. As an IT expert, he knows that technology and product design can transform playtime into create time. Putting children together with technology that teaches while they're having fun instills a learning dynamic that easily transcends the static models of the past.

His [Kickstarter crowdfunding campaign](#) is still weeks away from its September 27 deadline, and is already less than \$3,000 away from reaching its \$30,000 goal in support of a product that is simple, fun, safe, and intelligent.

The lollipop-shaped stylus will fascinate your child with its ability to capture the color of everyday objects and store them so that they're available for create-your-own-art drawing on a Bluetooth 4.0 –supported tablet screen. No more limitations on color; simply press the Mozbii against the surface of the object with the desired color, and wait for the LED display to light up and blink to signal that the color has



been successfully captured. The bright red strawberry that's on his plate can liven up his tablet drawing. Those neon green sneakers that she wants to wear everywhere, even to bed, become part of her own customized rainbow pattern. Color comes alive because it's as accessible as the toys in the toy box, the food on the table, the clothes in the laundry basket, and the flowers in the garden.

How many colors can be stored? That depends on the amount of storage space in your child's tablet; the coloring book app itself can store an unlimited number of colors. The color is now part of your child's electronic crayon box, ready to be drawn on the coloring-book app that comes with the stylus. You can download the Mozbii coloring book app, which functions both in pen and hand modes, from the iOS App Store and Google Play. The coloring book app has 10 sets of line arts and 10 additional sets of sticker arts for decorating. Future software updates will release additional line arts and themed stickers. Soon, several interactive, color-related apps that support Mozbii will be released, along with two cute and appealing mascots, Mika and Lubi, who will make their appearances through software release.

The stylus is child-friendly and [easy for small hands to manipulate](#), with minimal buttons so that it's ready to use as soon as it leaves the box. Even toddlers can use it because it's made of materials that are child-safe and toxin-free. The neck is flexible so that the stylus can withstand millions of presses without getting warped. A built-in magnet means that you can store the Mozbii on the fridge or a white board if you're using it in a classroom environment.

The Mozbii has a long battery life, but charging the pen when the battery is low is also something that a child can do because a magnetic charging head is included; the charger automatically attaches to the pen and can easily be detached when charging is complete. The stylus nib will last 10 times longer because it's designed with conductive cloth rather than conductive rubber.

Nine different prototypes have been built with 80% color-picking accuracy. Within two more months, the goal is to improve the color accuracy to 95%. All engineering verifications of the Mozbii concept have been completed. With a successful [crowdfunding campaign](#), the goal is to ship the Mozbii to Kickstarter backers before Christmas 2014.

About Mozbii

The Mozbii (www.mozbii.com) is a color picking stylus that, when combined with the Mobii coloring book app, utilizes toddler-safe technology to turn everyday objects into electronic color swatches for children's drawing pleasure. Creator Jeremy Shu has 26 years of experience in IT and 16 years of experience as a parent. By putting his knowledge, training, and instincts into the product, he's devised a learning tool that teaches color in a new way. Kickstarter and crowdfunding can make this project a success.

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