

Puzzles that come to life with the help of augmented reality

LOCATION: Almería

DURATION: 1'34"

SUMMARY: Using new technologies to motivate children to play with traditional toys, in this case, puzzles. It is the idea of a company based in Almería that is the only one in Spain that develops and sells augmented reality puzzles. Kids assemble the puzzles and then, through a tablet or a cell phone, they come to life, allowing children access to multiple fun and educational contents.

VTR:

Kai is interacting with the puzzle that he has just assembled. The animals of this farm have come to life through augmented reality, applied to this traditional game by a company from Almería. Once the puzzle is assembled, kids just need to open an app in their tablets or cell phones and...

"Digital contents appear over the puzzle, a scene that is related to the puzzle's theme, where they can interact, play, listen to sounds and find games and educational information."

MANUEL PASAMONTES
Director of Technology at Imaginar

They are aimed at children between 2 and 8 years old.

KAI PASAMONTES
User

"You touch things and things happen. It explains you what they are, makes noises and describes them. It asks questions and I have a lot of fun."

They use technology as a way to encourage children to play with traditional toys.

GERMÁN ALONSO
Operations manager at Imaginar

"Children prefer electronic devices and they ignore the physical element. So we use, take advantage of this predilection that children have for devices, mobile devices, to motivate them to use other things."

A farm, numbers, vocals, a map of Europe and the Solar System are some of the subjects addressed in this educational game.

BACKGROUND: "The Alhambra is a monument..."

MANUEL PASAMONTES
Director of Technology at Imaginar

"These are puzzles designed to address certain topics, certain subjects taught at school, but in a more fun manner."

Tradition and technology united in a unique game in Spain that aims to enter the international market.

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