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littleBits Introduces Coding to Its Award-Winning Droid Inventor Kit

Easy-to-Use Drag and Drop Coding Canvas Expands Possibilities for Young Inventors

New York, April 10, 2018 – [littleBits](#), the electronics company that empowers kids to be inventors, today introduced coding to its award-winning [Droid Inventor Kit](#) for the first time, providing kids with additional inventing experiences. Made possible by an easy-to-use drag and drop coding canvas built off of [Scratch Blocks](#), the block-based programming was developed through a collaboration between Google and Massachusetts Institute of Technology’s Lifelong Kindergarten group.

With invention at its core, the Droid Inventor Kit fosters STEAM, creativity, and problem-solving skills. It comes with everything kids need to create and customize their Droid™ straight out of the box, including step-by-step in-app instructions that allow kids to create their Droid, control it in Drive Mode, Force™ Mode, and more. These experiences will build upon existing Droid missions to expand kids’ inventing skills and play experiences.

“Ninety-one percent of parents in the U.S. want their kids to learn computer science, but only half of schools offer it,” said Ayah Bdeir, founder and CEO of littleBits. “By introducing coding to our consumer products, we’re giving kids a fun way to learn key skills that will serve them well in the future of work, while in the meantime giving them opportunities to take pride in creating any Droid they imagine. ”

Additional features include:

- Six new in-app challenges encourage kids to reconfigure the littleBits technology in unique ways
- Each littleBits color-coded electronic block has a different function -- such as a power, motor, or sensor -- enabling kids to use their Droid in new and exciting ways
- Included stickers and in-app missions encourage kids to customize their Droid using crafts or household objects, giving their Droid its own special personality
- A free app ([iOS](#) and [Android](#)) completes the experience, providing step-by-step instructions and how-to videos

The littleBits Droid Inventor Kit was named to several of the toy industry’s most prestigious “hot toy” lists, including TTPM’s “Most Wanted” and the Toy Insider™ “STEM 10.” It was selected “Creative Toy of the Year” by the Toy Association’s Toy of the Year Awards. Distinguishing honors and awards were received from *Good Housekeeping’s* Annual Toy Awards, the Oppenheim Toy Portfolio and *Scholastic Parent & Child®’s* 2017 Gold Star Toy Awards.

For more information, visit www.littleBits.com.

About littleBits

littleBits empowers kids around the world to become inventors. Founded in 2011 by Ayah Bdeir, its innovative platform of easy-to-use electronic blocks allows anyone to create and prototype with electronics -- independent of age, gender or technical ability. As the leader in STEAM (Science, Technology, Engineering, Art and Mathematics) learning, littleBits believes in creating the conditions of invention by creating products that encourage self-directed exploration and problem solving; support grit and tenacity; and create a safe place to experience both failure and accomplishment. The company is dedicated to successfully bridging the gender gap with its gender-neutral platform, attracting an industry-high thirty-five percent of young girls to invent with littleBits. By embracing STEAM, both girls and boys can invent solutions to the problems that matter to them. The company's products have won over 150 industry awards in the toy and education industries. littleBits is headquartered in New York. For more information and inspiration, go to www.littleBits.cc.

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