



## TouchMagix Media Introduce a First-of-its-Kind “Learning through play” Interactive Platform for Kids in Dubai

*Partners with Building Blocks Playgroup to expose kids to an innovative platform of engagement and interactivity*

**Dubai, 3<sup>rd</sup> March, 2013** – TouchMagix Media, the leaders in next generation gesture and motion based technology in India, have associated with Building Blocks Nursery & Child Enrichment Centre, an early childhood learning facility in Motor City, Dubai to introduce the first-of-its-kind gesture-based Interactive Engagement Platform for kids. With the objective of enhancing early childhood development, TouchMagix Media is enabling holistic growth of a child through MotionMagix Interactive Wall and MotionMagix Interactive Floor to improve their motor sensory coordination.

The products aim at taking technology in classrooms beyond interactive white boards. This unique innovation runs on the theme of **Learning through play**. So kids can now learn Early years foundation programs while jumping on the floor or dribbling the ball. Speaking on his experience **Mr. Anup Tapadia, Founder, TouchMagix Media** said *“This was perhaps one our most challenging projects in Dubai as we were dealing with impressionable minds who grasp information at the click of a button. Today’s parents across the globe are extremely cautious about the age and level at which their child should be exposed to the world of technology. With our TouchMagix Media activation, we have ensured that the parents worries are taken care of and education becomes a more two way engagement-led process. The products have been created with the thought process of giving wings to a child’s imagination and keeping the child’s core development as the focus.”*

Seconding Mr. Anup’s views, **Kunal Damecha, Founder of Building Blocks, Dubai** said *“Our mission is to mould young minds for holistic learning, and TouchMagix Media’s solution has been in line with our pedagogical approach. With technology growing leaps and bounds, we wanted to use the latest interactive platform that is engaging and entertaining yet educational. It has given a new dimension to education that is exposing the kids today to next generation technology in an enjoyable and interactive way. We are looking forward to taking these types of methods across all of our centers to foster holistic growth for our students.”*

TouchMagix Media has worked with many leading brands across UAE and India, building its UAE footprint working with brands such as Ministry of Civil Defence, National bank of Abu



Dhabi, and Wrigley's. The organization looks to take its innovative platforms with brands across the world to help them build interactive and engaging experiences for their consumers.

### **About TouchMagix Private Limited**

TouchMagix™, leaders in next generation interactivity and engagement, have created unforgettable experiences for millions of users spread across 40 countries in a span of few years of establishment. TouchMagix™ offers and manufactures both technology and equipment that have been creating global standards for giving its audience a lasting impact and brand impressions. It has a variety of interactive display products like Interactive Floor, Interactive Wall, Multi-Touch MagixKiosk & Table, MagixFone and capabilities of customized solutions.

Innovation forms the core of this organization and the usability of this technology has been creating a rave for various sectors and brands such as the Real Estate, BFSI, Information Technology, Pharmaceutical, Healthcare, Entertainment & Hospitality segment apart from niche usage by various corporate, museums and individuals. With major client base in countries like Middle East, United States of America, and United Kingdom. Their efforts in the field of technology has been recognised across the globe and they have won the award Red Herring Asia Top 100 in 2011

### **About Building Blocks**

Building Blocks are an early childhood learning facility in Dubai with a unique enrichment programs for children aged 4 months through 6 years. Located in Motorcity Dubai, they are the pioneer of early development of the 'total child'. Building Blocks nursery and enrichment centre uses the Early Years and Foundation Stage of National Curriculum (UK) framework and follow standards defined by the Office for Standards in Education (OFSTED).