

**FINALLY.  
FLASH CARD APPS TO PLEASE THE  
TOUGHEST CRITICS IN THE WORLD.**



**KIDS.**



### About Us

## WE'RE PARENTS, FIRST. APP DEVELOPERS, SECOND.

You probably won't be surprised to hear that the NomoCard apps were born out of playing with our toddler, Zac (that's his cute mug at left).

We were against electronic devices for Zac. We were going to raise him without new technologies, embracing low-tech toys and outside play. And then a surprising thing happened—we changed our minds. We discovered what great learning tools iPads and the like can be. And Zac loved playing the games.

Then one day we were sitting down doing traditional flash cards with Zac. We'd set out two or three word cards at a time and then ask him to identify a word. He was only two, so identifying which of the three cards in front of him said "ball," for instance, was certainly challenging. But it didn't take long for it to start to click in.

We immediately decided to go the App Store to download a flash card game or two for him to play the next time we were in the car or having some device-time. But we couldn't find one we liked. Most of the apps had cards with pictures and words together, which made reading unnecessary. Or a math problem on one side of the card and possible answers on the other—so you couldn't view the problem and potential answers at the same time.

We wanted a flash card app that worked the same way as traditional cards, so we decided to make one. We're very pleased with how the apps have turned out. And, not surprisingly, so is Zac.



### About The Apps

## A DIFFERENT KIND OF FLASH CARD APP.

### Overview

Our apps work the same way we like to work with traditional flash cards—kids get multiple cards at a time, allowing them to compare and contrast options in order to discover the correct answer.

The apps have a simple, intuitive, well-polished interface that's a breeze to use. They're topped off with beautiful finishing touches because, let's face it, kids deserve good design just as much as the rest of us.

You'll notice there's no scoring system. And no timers. We wanted the app to allow kids to proceed at their own pace and to be rewarded for success, while not feeling pressured into beating high scores or best times.



### About The Apps

## SWIPE UP. SWIPE LEFT. SMILE.

### How To Play

Playing NomoCard apps couldn't be simpler. Gameplay is completely gesture based. Swipe up on the card with the right answer. Swipe left to go to the next question. That's it.

Okay, that's not really it. While that is all that it takes to play, there's more under the hood. Press on any letter, picture, number or problem to hear it spoken.

There's also options for different gameplay within each app.



## About The Apps

# PLAY THE WAY YOU WANT.

## How To Play

Each app has numerous ways to customize. From setting general preferences (music, sound effects, etc.) to choosing how to play, there are several options to keep the app fresh and interesting.

- Choose how you want to play.  
In our word and letter games, you can choose to have pictures on the cards that represent the possible answers. Or, you can start with a picture, and have the words and letters on the cards. The same is true for the counting and math games—the cards can display possible answers or the possible problems.
- Choose your level of play.  
Each of the apps is designed to allow users of different levels and, even more importantly, to allow kids to progress as they go. Kids can start with just a few letters, words or numbers and work their way up as they gain confidence and skills.
- Choose your reward schedule.  
After multiple correct answers, kids are greeted with cheering and flying confetti. Want lots of rewards, no problem. Want to make it harder to earn rewards, also easy as pie.

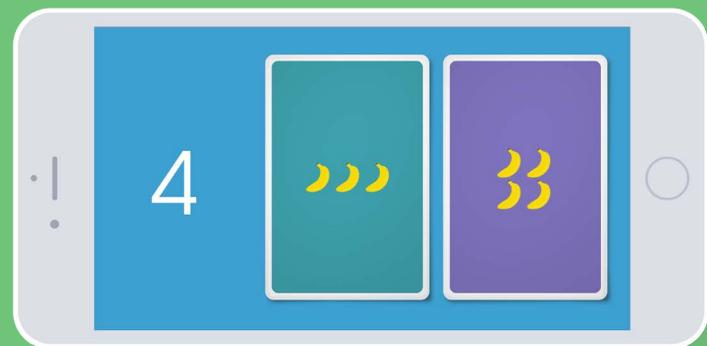
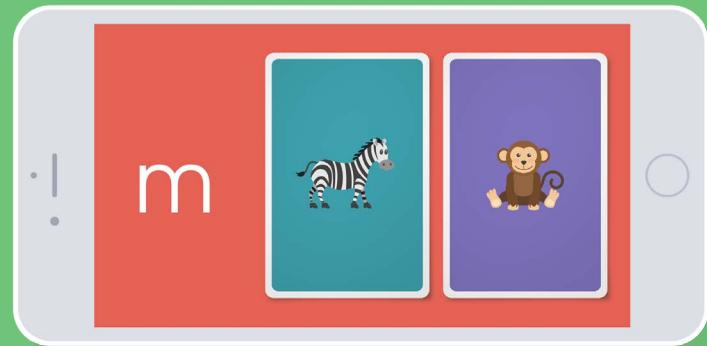


### About The Apps

# THE THREE LETTER WORDS APP

NomoCards Three Letter Word Flash Card app contains over 75 different cards. It a great way to help your kids develop phonic skills, letter recognition and reading readiness. It's educator-tested and kid-approved!

- Choose the correct answer from two choices (allows for comparing and contrasting).
- Tap on any picture or letter to hear it spoken aloud.
- Simply swipe up or double-tap on the card with the correct answer.
- Swipe left at any time to go to the next question.
- Cheering and flying confetti salute multiple correct answers.
- Choose your level of play.
- Choose your reward schedule.
- Customizable controls
- Two different ways to play
- Clean, beautiful, easy-to-use interface
- No In-App purchases. No registering. No usernames. No Ads.
- Over 75 different words, beautifully and simply illustrated.
- No timers or best scores, the app is designed for kids to proceed at their own pace.
- Designed for iPhone and iPad. iOS 8.0 and above.



### About The Apps

## THE ABCs & 123s APP

NomoCards ABC & 123 Flash Cards are a great way to help kids develop letter recognition and counting skills. It's educator-tested and kid-approved!

- Choose the correct answer from two choices (allows for comparing and contrasting).
- Tap on any picture or letter to hear it spoken aloud.
- Simply swipe up or double-tap on the card with the correct answer.
- Swipe left at any time to go to the next question.
- Cheering and flying confetti salute multiple correct answers.
- Choose your level of play.
- Choose your reward schedule.
- Customizable controls
- Six different ways to play
- Clean, beautiful, easy-to-use interface
- No In-App purchases. No registering. No usernames. No Ads.
- Words for every letter of the alphabet, beautifully and simply illustrated.
- No timers or best scores, the app is designed for kids to proceed at their own pace.
- Designed for iPhone and iPad. iOS 8.0 and above.

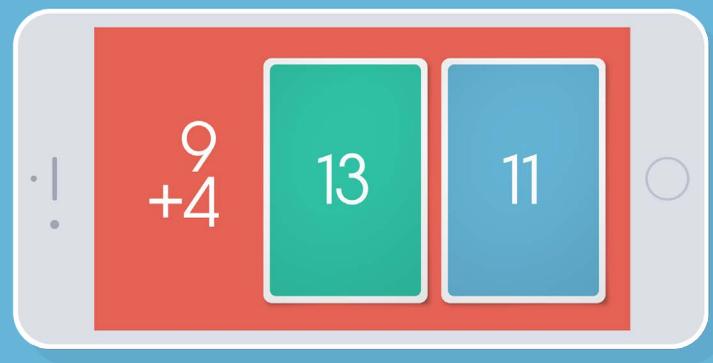


### About The Apps

# THE FOUR LETTER WORDS APP

NomoCards Four Letter Word Flash Card app contains over 75 different cards. It a great way to help kids advance their phonic skills, letter recognition and reading readiness. It's educator-tested and kid-approved!

- Choose the correct answer from two choices (allows for comparing and contrasting).
- Tap on any picture or letter to hear it spoken aloud.
- Simply swipe up or double-tap on the card with the correct answer.
- Swipe left at any time to go to the next question.
- Cheering and flying confetti salute multiple correct answers.
- Choose your level of play.
- Choose your reward schedule.
- Customizable controls
- Two different ways to play
- Clean, beautiful, easy-to-use interface
- No In-App purchases. No registering. No usernames. No Ads.
- Over 75 different words, beautifully and simply illustrated.
- No timers or best scores, the app is designed for kids to proceed at their own pace.
- Designed for iPhone and iPad. iOS 8.0 and above.



### About The Apps

# THE ADDITION & SUBTRACTION APP

NomoCards Addition & Subtraction app is a great way to work on basic math skills. Begin with simple numbers and work your way up to complex addition and subtraction problems. It's educator-tested and kid-approved!

- Choose the correct answer from two choices (allows for comparing and contrasting).
- Tap on any number to hear it spoken aloud.
- Simply swipe up or double-tap on the card with the correct answer.
- Swipe left at any time to go to the next question.
- Cheering and flying confetti salute multiple correct answers.
- Choose your level of play.
- Choose your reward schedule.
- Customizable controls
- Four different ways to play
- Clean, beautiful, easy-to-use interface
- No In-App purchases. No registering. No usernames. No Ads.
- No timers or best scores, proceed at your own pace.
- Designed for iPhone and iPad. iOS 8.0 and above.

# THANK YOU.

Thank you for your interest in reviewing the NomoCard apps. If you would like any more information, have any additional questions or would like a promo code to try out the apps yourself, please don't hesitate to reach out to us.

On the press page of our website ([nomocards.com/press.html](https://nomocards.com/press.html)), you'll find these additional resources:

- Video Trailer
- Promo Images and Screen Shots
- App Icon
- Press Release

The NomoCards apps were created by Itchy Brains, LLC, an idea factory based in Detroit, MI. Itchy Brains first app, ZodiaCat, is also available in the App Store. ZodiaCat has been profiled by numerous outlets from *Trend Hunter* to *Refinery29*.

"Is it absurd? Yes. Is it also the best? Heck, and yes." —*Bustle*

"I might go adopt a kitty just for the app. Really." —*Tech Girl*

## CONTACT:

Allyson Raynes

Itchy Brains, LLC

[allyson@nomocards.com](mailto:allyson@nomocards.com)

[🐦@allyson538](https://twitter.com/allyson538)