Magic Cloud))))

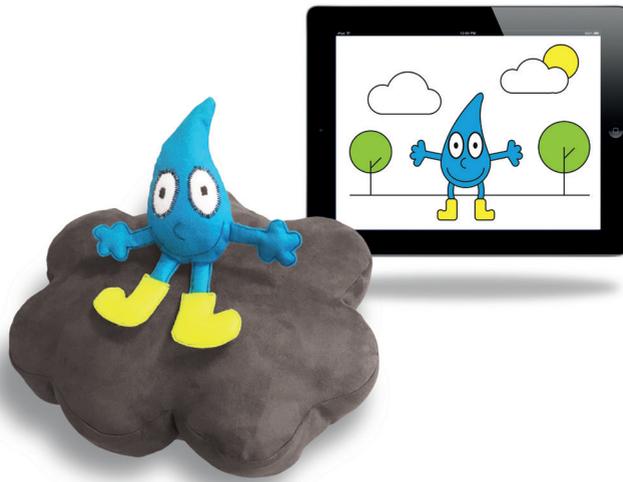**PLAY • SING • LEARN**

What is Magic Cloud?

Magic Cloud adds educational value to soft toys to support early learning, in and beyond the home, by helping children learn with others through hands-on play and song.

Magic Cloud was designed by Dr Andrew Manches, an expert learning scientist in the school of Education at the University of Edinburgh.

magiccloud.co.uk
info@playtalklearn.co.uk

play talk learn

THE UNIVERSITY *of* EDINBURGH

Magic Cloud)))

PLAY • SING • LEARN

How does Magic Cloud work?

Simply dropping any 'works with Magic Cloud' soft toy on the Magic Cloud brings the character to life on the Magic Cloud app.

Through Magic Cloud, children learn songs linked to each character, with themes ranging from letters and counting to planets and languages.

How can I find out more and get involved?

We're currently talking with parents and different educational groups to develop our first Magic Cloud characters.

If you'd like to get involved, we'd love to hear from you – just visit our website or send us an email.

magiccloud.co.uk
info@playtalklearn.co.uk

play talk learn

THE UNIVERSITY *of* EDINBURGH