



**FOR IMMEDIATE RELEASE**

## **OZOBOT RELEASES UPDATED EVO, DESIGNED FOR THE NEXT GENERATION OF CREATORS**

Award-Winning Robot Creator Ozobot Introduces Latest Evo Update Featuring New Tricks, Gamification, and an Updated App

**Redondo Beach, CA, November 13, 2017** – [Ozobot](#), makers of award-winning robots for the next generation of creators, announced today the latest updated release of their Evo sku, a completely connected robot that encourages creative thinking and social interaction in kids ages 8 and up. The all-new, app-connected Evo sku has been greatly enhanced from the original version with three new added tricks, a revamped on-boarding experience that encourages progression through a gamified award system, and an upgraded app.

“Robot collaboration with humans is already happening and most children are not prepared for a future when robots are ubiquitous,” said Nader Hamda, CEO and Founder of Ozobot. “Our goal at Ozobot is to prepare the next generation with the tools they need to succeed in the constantly evolving, fast-paced world of technology and our latest Evo does just that.”

The Evo bot, a first-of-its kind smart and social robot, empowers gamers and learners to better connect, explore, collaborate, and share at home, in the classroom, and on-the-go. A pocket-sized coding robot with proximity and optical sensors, a built-in speaker, and Bluetooth® Smart capability, Evo comes to life with the push of a button. This latest evolution of the Evo comes complete with three new right out-of-the-box tricks, Follow, Music and Escape, which allow players to create both games and songs and inspire them to teach Evo new tricks with OzoBlockly programming. An Experience Pack is also included in the new sku which give a step by step instructional on how to code. Users can open the app to earn stars as they complete their pack. Stars will come in handy for unlocking future content, avatars, and other fun items.

“Evo is a collaborative companion for kids of all ages,” added Hamda. “It connects them to a world of mixed reality ideas, characters, and experiences—all built with imagination and code.”

The updated Evo app comes equipped with new features including the all-new Explore section that enables players to see what other Evo owners have been creating with their robots. The Share section also encourages users to create fun programs, mazes, and more that they can share with the rest of the OzoSquad community. Enhanced experiences have also been added to Drive, where users can have their Evo speak and make noise, in addition to Chat, allowing users to communicate to their friends who have other Evos.

“The Ozobot is the best, easiest and most effective way to unlock the power, fun and educational aspects of robots,” said Frances Amato, S.T.E.M Teacher & Technology Liaison, New York. “It is a versatile product that connects your kids to the world of robotics and also teaches them to code, design and hack. It is an essential tool that bridges education and entertainment.”

An unboxing and how to video is available here: <https://www.youtube.com/watch?v=oC7mEiw6Jb0> and [https://youtu.be/ 2s3xxEbnrA](https://youtu.be/2s3xxEbnrA) **Evo** is iOS and Android compatible and will retail for \$99.95. Each **Evo** comes with a full robotics kit: USB charging cable, 1 playfield, 1 skin, carrying pouch, 4 color code markers, and **Evo Experience Pack** (free with **Evo** purchase). **The newest Evo Sku is available now** at major retailers including Toys “R” Us, Amazon, and Barnes & Noble. For more information on **Ozobot**, please visit [www.ozobot.com](http://www.ozobot.com).

###

### **ABOUT OZOBOT**

**Ozobot** is a maker of award-winning coding robots constructed for the next generation of creators. The company was formed in 2014 by Nader Hamda, whose vision was to create an innovative way to play, learn, and socially interact in an ever-expanding digital world through robotics. With game applications and creative curriculums, **Ozobot** introduces the future of interactive robots, namely the **Evo** and **Bit**, which blend entertainment and education in the family room and the classroom. With **Ozobot**, the goal is to provide users of all ages a new option to play, learn, and interact, while inspiring them to make the jump from using technology, to actively shaping and creating it. For more information on **Ozobot**, please visit [www.ozobot.com](http://www.ozobot.com).

### **MEDIA CONTACT:**

Rick Jennings  
Step 3 for Ozobot  
[rick@step-3.com](mailto:rick@step-3.com)  
310.428.8575