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iPhone Game Makes Math Physical

Tilt gameplay gives learners an intuitive sense of fractions

PALO ALTO, CA – September 28, 2010 – [Motion Math](#), the pioneer of movement-based learning games, today announces the launch of their fractions game which will help students master mathematics. Fractions are a notoriously difficult area of math for many learners. One half, $1/2$, .5, and 50 percent all refer to the same amount, but to many students learning fractions, they're only equally bewildering. Research has shown both that fractions are crucial for more advanced math content, and that the ability to quickly estimate values on the number line correlates with later math achievement. Motion Math offers an innovative solution for this pervasive problem: it's an iPhone game, [released today](#) on the Apple App Store. The Motion Math app makes estimating fractions an engaging, physical experience.

Motion Math offers the first mobile learning game to use the unique interaction of tilting to promote math understanding. Many teachers use physical manipulatives in the classroom to make math more tangible. The accelerometer and gyroscope embedded in Apple mobile devices allow them to become "virtual manipulatives," capable of making abstract concepts concrete. "Motion Math provides a much-needed experience to bring the body more fully into mathematics learning," said Roy Pea, David Jacks Professor of Learning Sciences, Stanford University. The Motion Math game also relies on academic research for its hint structure; if a player is having trouble on a particular problem, increasingly helpful hints (what educators call "scaffolding") guide the player to the correct place on the number line.

The Motion Math game follows a star that has fallen to earth, and must bound back up to its galactic home. The only way to return is to tilt the mobile device and move the star containing a fraction to its correct place on the number line. Parents are impressed: "Motion Math is a brilliant combination of fun and learning. Whether math comes easily or is more challenging, Motion Math can take kids to a higher level," said Robin Wolaner, founder of Parenting Magazine and mother of two. Lorraine Akemann, co-founder of Moms With Apps noted, "This is a prime example of using new technologies to further education. It's so engaging, I kept wanting to play myself...brilliant!"

The Motion Math application for the iPhone, iPad, and iPod Touch was first developed at the Stanford School of Education, and was inspired by academic research into embodied cognition, the idea that connecting one's body to abstract concepts can deepen understanding. An earlier prototype of the game was a finalist for the inaugural

Cooney Prize for Innovations in Mobile Learning, awarded this year by the Joan Ganz Cooney Center at Sesame Workshop to innovations that embodied the spirit of “Sesame Street” by leveraging emerging technology to support children’s learning. Motion Math is available for purchase on the [Apple App Store](#) for an introductory price of \$0.99.

About Motion Math, Inc.

Motion Math creates movement-based learning games that give learners an intuitive sense of math. First conceived as a Master’s project at the Stanford School of Education, Motion Math is developing a full suite of movement-based learning games for mobile platforms. Their first game, Motion Math, a bouncing star fraction game for the iPhone, iPod Touch, and iPad, teaches students to perceive and estimate multiple representations of fractions. To learn more and to see the game in action, go to <http://www.motionmathgames.com>.

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CONTACT

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