



## [Gepeto Announces Crowdfunding Campaign for the 'Rubu Adventure Kit'](#)

*Gepeto announces crowdfunding campaign for the 'Rubu Adventure Kit' - an augmented reality adventure game that turns screen-time into creative, hands-on play*

*Online PR News - 21-March-2019 - The Rubu Adventure Kit features a puppet-like controller that kids use to play adventure games on their iPad.*

Canadian interactive studio Gepeto, who use cutting-edge technologies - including augmented reality - to produce games for kids that promote learning through play, today announced a Kickstarter crowdfunding campaign to complete production of the Rubu Adventure Kit.

The Rubu Adventure Kit is the first in a series of immersive adventure experiences for kids aged 5+. Kids join forces with a curious young robot named Rubu to explore wondrous new galaxies and work with fascinating characters to solve challenging problems.

Gameplay features a new kind of augmented reality puppet controller and the front-facing camera on iPads. Kids use the puppet to guide Rubu through levels of on-screen adventures and use the included mission booklet, adventure map and adventure journal to round out the fun.

The Rubu Adventure Kit brings together the best of both on and offscreen play to give kids an engaging experience that promotes creativity and learning. It's hands-on play for a digital generation!

**We are all about Hands-on play for a digital generation. Hands-on play naturally encourages kids to tinker and explore in ways that are quite different than when tapping on a screen - items like toys and crayons inspire imaginative play and allow kids to express themselves creatively. We believe new technologies can bring these important hands-on qualities to the digital devices kids interact with and help give kids highly immersive and even magical experiences.**

A Kickstarter crowdfunding campaign launches today to help fund the final stage production of The Rubu Adventure Kit.

Ram Puvanesasingham, CEO of Gepeto commented:

'Hands-on play naturally encourages kids to tinker and explore in ways that are quite different than when tapping on a screen - items like toys and crayons inspire imaginative play and allow kids to express themselves creatively. We believe new technologies can bring these important hands-on qualities to the digital devices kids interact with and help give kids highly immersive and even magical experiences.'

Gepeto - Hands-On Play For A Digital Generation

About Gepeto:

Gepeto is an interactive media studio based in Toronto, Canada. With the support of the Canadian Media Fund and Ontario Creates, its mission is to produce new forms of meaningful mixed reality experiences for kids that bring together the best qualities of physical and digital play.

## Image Gallery



Kids playing with augmented reality puppets



[Rubu PR Carousel 1.jpg](#)



[Rubu PR Carousel 2.jpg](#)



[Rubu PR Carousel 3.jpg](#)

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