



Press Release

Bello's Farm—a CD ROM for children 4+ years old

October 2006

Woof, woof! – Take a look, and then click as fast as you can! You see the animals for only a second. How many did you see? The CD-ROM of Bello's Farm was developed to improve children's ability to perceive one to ten objects quickly and easily at a glance, without counting them. This ability is important for developing a basic understanding of numbers. In the CD-ROM, a loveable dog named Bello introduces children to his farm and the animals which live there.

The Bello's Farm CD-ROM provides children with opportunities to train and develop their perception skills in a way that is fun and appropriate for preschool and school-age children. What do the children see on the computer screen? In one sequence, there are sheets hanging on a laundry line. A breeze blows and lifts the sheets, and the children can briefly see a number of cows grazing in a field. When the sheets obscure the view again, the children are asked how many cows they saw. Correct answers are rewarded with medals. Through repetition, children can improve their skills and their scores.

Not many people are aware of the fact that small numbers of things can be seen simultaneously, without effort, and do not need to be counted individually. This ability (called subitization) is an important visual perception skill, and has been studied by Prof. Burkhard Fischer and his research group at the BlickLabor in the Department of Neurosciences at the University of Freiburg, Germany. Prof. Gerhard Preiss, whose work centres on early childhood mathematics education, has been collaborating closely with this group. Both Prof. Fischer and Prof. Preiss are working to ensure that the importance of this perception skill is recognised by educators at schools and preschools.

The Bello's Farm software was developed by Prof. Preiss and Benji Braun, and is a wonderful learning tool which can be used at home, as well as in schools and preschools.



Short facts about the CD-ROM

- Age group: 4+ years old
- Media: 1 CD ROM for PC and Mac
- Available: November 2006 (in German)

Further information:

- www.numberland.info
- www.daekyo.com

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We look forward to meeting you at our booth at the Worlddidac in Basel, Switzerland, 25th to 27th of October, 2006, Hall 1, booth E 83.



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