



LEARNING RESOURCES® LAUNCHES ARTIE MAX™ - A CODING ROBOT DRAWING INSPIRATION TO BUILD THE PROGRAMMERS OF TOMORROW

Artie Max, an all-new code-to-draw robot, puts the "A" in STEAM with its emphasis on art



Learning Resources® an award winning educational toys company has launched its newest coding robot - Artie Max™ - this year's must-have STEAM toy.

Artie Max helps children ages 8+ learn advanced coding concepts through STEAM learning. This new coding, drawing robot will help children develop critical thinking skills as well as inspire them to use their creativity in a unique and modern way. Young coders will be immersed and challenged at the same time with five coding languages (**Blockly, Snap!, JavaScript, Python, and C++**), learning how to code line-by-line to create tangible art masterpieces they can share with friends and family.

Playing with Artie Max jumpstarts a child's interest in STEM and allows them to practise and understand skills that can help them in their future careers. Artie Max puts Art into STEM, creating a fun STEAM learning experience. This cool coding drawing robot is easy for parents to set up and kids to start coding right out of the box. Simply connect Artie Max to any WIFI-enabled device, code your design, and watch Artie complete your creation on paper. Kids are inspired to up the level of coding difficulty as they go from simple shapes to colourful artworks such as a spirograph using more complex coding languages like Python.

What's most special about Artie Max is the ability to grow with it from drag and drop Blockly, all the way to learning C++, one of the most well-known programming languages in the world. Not only do children grow their coding knowledge with Artie Max, but at the same time they build their confidence and draw inspiration to learn transferable skills that can potentially be used for the rest of their lives. Artie Max embraces all components of STEAM by educating children on how to problem solve and express themselves creatively.

Artie Max is packed with creative possibilities as children explore powerful technology like edge detection, line detection, and remote control functionality. Artie's light-up mouth and LED eyes can also be coded to different colours and expressions, further showing off this robot's personality through emotions and sounds when creating the works of art using all the three included washable colour markers.

For more information, visit www.learningresources.co.uk

Artie Max is priced at a recommended retail price of £110* and is available at www.learningresources.co.uk, Amazon, and other well-known retailers.

NOTES TO EDITORS:

- Non-returnable product samples are available for testing. To request, please contact: NicoleSparrow@learning-resources.co.uk
- Product information and images can be downloaded at: <https://www.pressfix.co/learning-resources>
- *Prices are correct at time of issue and may be subject to change without notice.

About Learning Resources:

We're Learning Resources®, and we've been helping parents and teachers build generations of amazing kids since 1984. From Maths and Literacy to Coding and STEM, our quality educational toys and games provide children with some of the building blocks they need to succeed in school and develop a lifelong love of learning. Founded in Chicago Illinois, family-owned Learning Resources provides over 1,000 different products to more than 80 countries. Learning Resources Ltd was founded in Kings Lynn, Norfolk in 1994 to serve the European, Middle Eastern, African, and Indian markets.