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Crayola Color Alive 2.0



Crayola Color Alive 2.0 Action Coloring Pages is the latest iteration the brand's augmented reality products among its growing digital portfolio. Crayola Color Alive 2.0 features a new and improved app user experience, taking drawing off the pages of a coloring book and into places limited only by a child's imagination, fusing real-world creativity with digital interactivity. Like the original Color Alive portfolio, children can activate the Color Alive experience through the free app by aiming a device's camera – either a tablet, mobile phone or iPod Touch – at the colored page to bring their unique drawing to life in their own surroundings. New titles include Zombies and DC Super Hero Girls.

New features include:

- The ability to play with two characters together
- The ability to change backgrounds
- New color effects
- Custom sound effects

CONTENTS

- 16 Page Coloring Book
- Free Color Alive 2.0 App
- Seven Crayola Crayons including one Magic Crayon that Unlocks a Special Virtual Effect

BENEFITS

- **Fuses Physical and Digital Play:** The fun doesn't end when the coloring page is filled; with Color Alive, kids can use the special app to customize their unique creations and adding special coloring effects on compatible smartphones and tablets, taking coloring to the next level

- **Encourages Interaction with Creations:** With the Color Alive app, children can color zany zombies or beloved DC Super Hero Girls characters and bring them to life; once kids have finished coloring, they can interact with the characters from almost anywhere on a smartphone or tablet
- **Allows Kids to Share Their Artwork:** Kids can take selfies with their favorite characters to save or send to friends and family in the Color Alive app; the app works on iOS, and Android smartphones and tablets, and iPod Touch (for specific device compatibility, visit Crayola.com/AppCheck)

TARGET AUDIENCE

- Recommended for ages four and up

WHERE TO BUY

- Suggested Retail Price: \$5.99
- Available at retailers nationwide

ABOUT CRAYOLA

Crayola LLC, based in Easton, Pa. and a subsidiary of Hallmark Cards, Incorporated, is the worldwide leader in children's creative expression products. Known for the iconic Crayola Crayon first introduced in 1903, the Crayola brand has grown into a portfolio of innovative art tools, crafting activities and creativity toys that offer children innovative new ways to use color to create everything imaginable. Consumers can find the wide array of Crayola products in the "Crayola Aisle" at all major retailers. For more information visit www.crayola.com or join the community at www.facebook.com/crayola.

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