

Contact: Lisa Orman
TechStuff Public Relations
Lisa@TechStuffPR.com
608-767-1102



CIRCUIT SCRIBE IS THE SILVER LINING TO ENTICING KIDS TO EMBRACE STEM TOPICS LIKE ELECTRONICS

Conductive Silver Ink In A Pen Starts A Golden Opportunity For Fun With STEM Concepts From Circuit Scribe's \$9.99 Mini Kit To \$79.99 Maker Kit

Austin, TX (January 13, 2017) – Just about everything you touch during the day involves electronics – turning on the lamp, microwaving popcorn or driving the car! If you peered deep inside any electronic appliance you'd discover they all start with a single circuit, linked to another and another. A new company, Circuit Scribe, has invented a remarkable pen that writes with conductive silver ink to create a working circuit. Now novice third graders and experienced high schoolers can have fun with circuitry and electronics in a totally new way. All they need is a piece of paper and a Circuit Scribe pen!

Want to try your hand at the wonders of circuitry? Come to **Booth 1D300** at the North American International Toy Fair in February in New York City! These amazing circuit maker kits are a finalist for best Activity Toy in the Toy Of The Year awards (TOTY 2017).

Imagine sitting in study hall and creating a paper city. Students can now build and light up houses, create a pressure sensitive driveway or a street lamp circuit! Science, technology, engineering and math all combine as youngsters draw lines with their easy-to-use Circuit Scribe!

As their website and online store, www.CircuitScribe.com, explains, “our non-toxic silver ink makes creating circuits as easy as doodling.”

Circuit Scribe can write on anything that a typical rollerball pen can. Printer paper, construction paper, cardstock and photo paper all work. Families have fun experimenting with different mediums! Based on anecdotes from Circuit Scribe scientists, photo paper performs the best because the ink is able to form a continuous film on the smooth surface.

The **Maker Kit (\$79.99)** is the gold standard to appreciate the magic of electronics. And parents, please note this is not just for geeks! The *maker culture* – learning-through-doing such as robotics, electronics and traditional metalworking or woodworking – is a hot topic in school hallways. Kids who classify as *makers* encompass every letter of STEM and STEAM and even STREAM learning! From hackers to DIYers, it's a national passion.

“The design cycle is all about reiteration, trying something again and again until it works, and then, once it works, making it better,” heralded a *Newsweek* magazine article in Fall 2014. “As manufacturing tools continue to become better, cheaper and more accessible, the Maker Movement is gaining momentum at an unprecedented rate. Over the past few years, so-



called ‘makerspaces’ have cropped up in cities and small towns worldwide—often in affiliation with libraries, museums and other community centers, as well as in public and independent schools—giving more people of all ages access to mentorship, programs and tools like 3-D printers and scanners, laser cutters, microcontrollers and design software.”

Youngsters who tinker with the **Maker Kit** can know first-hand the thrill of making an LED light go on and off with the touch of a finger and a few lines of circuitry! This kit allows newbies and experienced tinkerers to explore all the concepts of Circuit Scribe’s **Basic Kit** while building a solid understanding of inputs, outputs and signal processing in their just-drawn silver inked circuits. Additional topics awaiting exploration include light sensing, timed circuits, piezoelectric materials and so much more.

As a child’s electronic skills and interest advance, they can turn to CircuitScribe.com to purchase affordable add-ons. Intriguing accessories such as a fan, connector cables, SPST switch to motors start at just \$3.99.

Affordability is a key component to the team behind Circuit Scribe. “Our kits are an inexpensive and intuitive way to turn traditional circuit diagrams into real functioning circuits,” explains Analisa Russo, PhD and co-founder of the young company. “Best of all, the pen and components have applications in STEM education, electronic art, and circuit prototyping. It’s very attractive to kids and parents love how easily their children master electronics.”

Even the most modest household budget can introduce youngsters to the marvels of circuitry with the **\$9.99 Mini Kit**. It makes the trial size to see if kids like the concept.

Parents, grandparents, teachers and friends can find Circuit Scribe products online at CircuitScribe.com, Amazon.com, ThinkGeek.com and Canada’s MastermindToys.com. Or stop by Marbles: The Brain Store to pick and choose kits and accessories.

Basic Kit • from \$44.99



This kit includes a Circuit Scribe pen, six modules, a 9V Battery and other accessories to get anyone started with drawing circuits. The accompanying workbook guides little scientists through resistance, elements in parallel and series, open and short circuits. Using the **Basic Kit with Workbook (\$59.99)** kids can explore basic circuit concepts like conductivity and work up to creating a touch-sensitive circuit using the NPN transistor!

Maker Kit • \$79.99



This best-selling kit contains a pen, eleven modules, a 9V Battery and other accessories to take your circuit sketches to the next level. This kit allows you to explore all the concepts that the basic kit presents, while building your understanding of inputs, outputs, and signal processing in your circuits. Additional topics to explore include light sensing, timed circuits, piezoelectric materials, and more.

Ultimate Kit • \$99.99

As the name implies, this kit supplies everything to create dynamic and fun paper circuits. The kit features 10 magnetic connection cables that allow kids to hook up paper circuits to programmable platforms like Arduino. With the Ultimate Kit, young scientists can make complex,



robust circuits while still using our accessible Circuit Scribe technology. Blinker, buzzer, light sensor, NPN transistor and two DPDT switches are just a sampling of what's in the ultimate box!

Circuit Scribe Pen • \$19.99

The flagship conductive ink pen is now available to purchase beyond the kit. Replace an empty pen from your kit, or use the pen with your own electrical components. Use it on any surface a rollerball pen will write on.



Mini Kit • \$9.99

This miniature kit is about the size of an old-fashioned Band-Aid tin and is a terrific introduction to a simple circuitry lesson. Imagine show 'n tell when those kids return from winter break! The kit comes with a coin cell battery holder (which boosts the voltage to 5V), a slide potentiometer, and an LED. Explore basic circuit concepts by drawing conductive doodles, creating paper-based switches, and fading the LED on and off with the slider.

ABOUT CIRCUIT SCRIBE

Based in Austin, Texas, Circuit Scribe creates educational electronic design kits for all ages. The company's centerpiece is the remarkable rollerball pen filled with non-toxic conductive silver ink. From the kitchen table to the classroom desk, Circuit Scribe entices students to learn about circuit design and electronics in a simple and fun way – on paper. Browse or buy at www.CircuitScribe.com.