

Lexington entrepreneur redefines life-size educational play set

Sturdy and Safe Hideouts that are a dream to handle!

After a hard day's work, you just want to sink your exhausted body into the couch and rest for a few minutes. But you soon realize that not only are the cushions missing, but there is a structure of oddly assorted furniture, pillows, bed sheets, and things that you didn't even know you had piling together to resemble some sort of a kid's fort.

What to do? The kids have been at it again; taking anything they can find inside the house and building their fort. Should you clean up? Too tired. Should you ask the kids to clean up? Good luck. Or maybe you should just sit on what's left of the couch and pretend, just as they do, that the missing pieces are really there.

This dilemma plays out in millions of households, across all boundaries. On the one hand the kids really should have the opportunity to build fond memories instead of being told to clean up and restore order in the house. But you simply can't keep up with this additional duty day after day.

specifically to allow kids 4 years and up to build life-size structures that tickle their fancy.

In what manifests as an evergreen trend, kids starting from the age of 4 are drawn to create their own little worlds with whatever they can scrape from their surroundings. The difference

of erecting "humongous" structures that measure 9 feet tall without wobbling.

Sounds amazing? Well, it is. The ingenuity comes in the design of the blocks. Made of durable and ASTM safety tested vinyl yet soft and lightweight, the building blocks can create wonders. There are currently two shapes, a square and an isosceles triangle. The modular design took ergonomics for kids into considerations on sizes (5" deep, and 22" per side when fully



Well, the moral dilemma does have a good solution, albeit a huge one. There is a new innovative construction play set available to solve this problem and much more. Aerobloks™, introduced first ever by Tinker Minds Inc, a Nevada company headquartered in historic Lexington, MA, has been created

between this particular play set and others that have tried to address this need is that Aerobloks™ truly is a building block that functions much like bricks, but is instead filled with a cushion of air light enough to handle and play with. Yet the blocks are also sturdy enough to withstand added weight and capable

inflated), pulling strength, and durability. The design also had parents in mind, who must worry about any large play structures

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taking up permanent precious real estate in the house. The interesting aspect of this innovation, however, is that it is much more than a construction toy that allows for the building of kids' forts. As many child development professionals will attest, learning by active play and especially in the form of role-playing reaps all the benefits of cognitive, physical, social, and even emotional benefits. The last aspect is where Aerobloks™ really shines as a new contender in this segment.

Aside from the obvious benefits of physically moving around, cognitively figuring out what to build and how to build, maybe even getting into project planning or negotiations, kids absolutely thrive on making their own special and huge creations. It is an opportunity to express their artistic and individually unique talents and visions. Imagine if you were to build something proportional to your own size (now you get the idea from kids' perspective), a nine-foot high clock tower made of 5-block panels would look like a 14-foot high tower to you, assuming your height is 5'8" and the child is 3'6". To play in large structures that they built without hours of hard work or the accompanying frustration of wobbly

sets is out of this world, as far as kids are concerned. Think about the confidence boosting effect this has on any child. Cast away your impression of flimsy inflatable toys; this toy is here to stay.

"I am totally amazed at the positive effects that Aerobloks™ has had on the children", says its inventor and founder of Tinker Minds Inc., Dick Liou. Instead of

life are children's way of preparing and rehearsing for real life.

A drawback with any life-size structure is the amount of room it takes and the permanency it demands. If tight living quarters is a concern, it is not really applicable to Aerobloks due to its modular design. Using just a few blocks a child can quickly and easily build a small hideout.

If space is not an issue, then give the children as



flocking to videogames or the TV, the kids run to the blocks after school and play for hours on end, day after day. It is almost addictive to have the ability to create and recreate jumbo structures that kids can claim as their private space, or a kitchen to cook in and serve each other in pretend play, or an airplane for practicing takeoff and landing. Such simulations of

many blocks as you can fit and watch original and amazingly impressive creations come alive.

Aerobloks™ is offered on its web site www.aerobloks.com in several packages designed to meet different needs. The starter package contains 8 square pieces in assorted candy-like colors costing \$88. With the starter package a child can already build a hideout, boat, tunnel, plane, train, and even a convertible chair that he or she can sit on and play in. Larger packages

come in sizes of 16, 24, and 30 pieces with prices ranging from \$175 to \$319. Right now packages are 25% off (excluding the pump).

To build comparable size structures using competitive products (if they could stand without support and take as little time to build) the prices would be more than doubled or even quadrupled in some cases. A commercial package is also available for institutions that cater to little clients at 50 pieces. By design each progressively larger package automatically includes all the configurations a smaller package can build.

At last the basic building block has arrived in a BIG fashion. While kids create, parents get to keep their furniture and space around the house. While kids learn, parents get to see confidence, cognitive, physical, and social skills develop before their eyes. And while kids love it, parents get to relive the fun of building huge sets that they wished they had when they were kids.

Tinker Minds Inc. is headquartered in historic Lexington, MA.

To contact Tinker Minds about Aerobloks™, send email to customerservice@aerobloks.com or fax to (781) 240-0202.

