

# Exciting New long awaited OOKS apps launches (helping the literacy crisis in the UK)

Submitted by: Weird Lime

Tuesday, 9 January 2018

---

Long awaited OOKS app has now launched in response to the UK literacy crisis.

1 in 6 children and 1 in 5 adults in the UK are struggling with basic reading and writing tasks. (source: National Literacy Trust UK & World Literacy Foundation)

Founders and creators at Zulleon have a very emotional back story which is how the OOKS app came about. Passionate and wonderful speakers when telling their heart warming story.

OOKS app was built by the very respected company Dubit Limited often seen as key note speakers worldwide.

The app development went through tested family focus groups and research testing.

OOKS is an unrivalled digital play experience that allows children to create their very own Ultra Personalised OOK character and through the play session through doing something they love, PLAY and create their own OOKiverse!

The choices made, the drawings created and actions taken by the child in the app, are captured and transformed into beautifully illustrated Ultra Personalised books that are then printed and delivered to the child as real world books of which they are the named author.

Through OOKS we allow children to create books with the same joy, freedom and abandonment they so love and enjoy when throwing paint at a blank canvas. It's fun!

Appealing to both boys and girls from 5 – 9 years and parents too with 64 million possible different avatar OOKS to be created.

The app has been welcomed by families and children in the UK since its launch in December 2017.

OOKS website (<http://www.ookshq.com>)

To review the OOKS app and receive a press pack please contact [sarah@weirdlime.co.uk](mailto:sarah@weirdlime.co.uk)

To arrange founder interviews and TV appearances please call 0116 2620840