

OWIKits[®] are a Bright Way to Teach Solar Power and Robotics to Kids

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Press release from: [OWI Incorporated](#)

Agency: **Antarra Communications**



Visit OWIKit at ToyFair: Come by the booth, see our toys and discover just how much fun science can be! You'll find OWIKit in Javits, Booth #3033. Contact Barbara Stracner at Antarra Communications to schedule a product demonstration, meeting or for additional information.

Carson, Calif—February 02, 2009--OWIKit, a maker of building kits designed to affordably introduce children to robotics, science and solar technology, adds a 6 in 1 Educational Solar Building Kit to the popular Mini-Solar line. Also new this year is a USB Interface Kit for the award winning Robotic Arm Edge.

“OWIKits are award winning, educational products that teach the basics of robotics, electronics, and alternative energy. The kits come in four levels of difficulty and are suitable for ages nine and older. Kids have fun building race cars, Viking ships, robotic insects and more while they gain a better understanding of basic scientific principles,” remarked Craig Morioka, President of OWIKit. “Our kits are designed to involve, engage and educate. Being able to say ‘I built this myself’ gives kids a great sense of accomplishment,” he added.

The Mini-Solar building kits teach children the benefits of solar energy while they create a toy that is both fun to play with and requires no batteries. The 6 in 1 Educational Solar Kit is an excellent beginner building project designed to teach how solar power is used to drive a small motor. Children use the 21 snap together parts (no tools required) to build six different working models including an airboat, car, windmill, puppy and two different planes. Other products in OWIKit's popular Mini-Solar line include a Valiant Viking Ship, Sonic F1 Race Car, Peppy Orangutan, Aerial Cable Car, Frightened Grasshopper and Flapping Seagull.

The Robotic Arm Edge, a Dr. Toy 2008 Best Pick, gets a much-anticipated accessory with the introduction of the USB Interface Kit. Now robot lovers can connect the Robotic Arm Edge to a PC and have real time manual control of the robotic arm and program the arm to perform a sequence of movements—just like an actual robot on an assembly line. The USB Interface Kit comes complete with a CD, printed circuit board, USB cable and accessories, and a detailed instruction manual.

OWI Inc has won numerous awards in recognition of their product's quality and educational value from Dr. Toy, Creative Child magazine, ASTRA, and Hobby Outlook.

Pricing and Availability

The Mini-Solar line of building kits are SRP \$10.95 to \$19.95. The Robotic Arm Edge is SRP \$53.95 and its new USB interface accessory kit is SRP \$39.95. New products will be available in early Q2.

About OWIKits

In 1980, OWIKits' parent company, OWI Incorporated, was looking for a way to expand its consumer product lines and bring its extensive technology background to the educational community. RobotiKits were developed to affordably introduce students to robotics, science and solar technology.

The kits are available in four difficulty levels--ranging from beginners with no experience up to advanced circuit board soldering and mechanical assembly-- challenging builders from grade school to adult. In conjunction with educators, RobotiKits Direct has developed a fully structured teaching curriculum with modules tailored to the kit's unique electronic and mechanical features.

RobotiKits Direct is a leading supplier of robotic, building and solar kits to schools, science clubs, science education centers and science camps. The kits are available at hobby, educational, toy and museum stores nationwide. For more information on RobotiKits and to view the entire product line visit: www.robotikitsdirect.com.

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