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Wanted: *Star Wars* Droid Inventors **littleBits, Disney and Lucasfilm Bring Droids to Life with the *Droid Inventor Kit***

New York, NY – September 1, 2017 – littleBits, the award-winning company that empowers kids to be inventors, today announced the launch of its [Droid Inventor Kit](#), which enables kids to create their own Droid. An integral part of the global launch of Disney and Lucasfilm's Force Friday II, the Droid Inventor Kit brings Droids to life, inspiring imagination and invention for kids around the world. Kids can easily create and power up their own mechanical companion using littleBits electronic Bits--along with the free Droid Inventor app--to send their creation on more than 17 special *Star Wars* missions, complete with authentic droid sounds from the *Star Wars* films. As they unlock new capabilities and level up their Droid Inventor skills, kids can also learn how to create their own custom R2 Units and experiences, combining play with real hands-on learning.

"Today we are continuing a global inventor movement that empowers young people to participate in a story that inspires them to be creators, not just consumers of technology," said Ayah Bdeir, founder & CEO of littleBits. "We've created a gender-inclusive product that celebrates kids' own self-expression and ingenuity, while showcasing the same characteristics of imagination, grit and invention that are embodied in the *Star Wars* franchise."

With invention at its core, the Droid Inventor Kit fosters creativity and problem-solving skills. In-app challenges encourage kids to reconfigure the littleBits technology in new and unique ways, in combination with household items, so they can create their own custom Droids such as a delivery Droid, a room guardian, and more.

The Droid Inventor Kit includes all the components needed for kids to create their very own Droid. A free app ([iOS](#) and [Android](#)) completes the experience, providing step-by-step instructions and how-to videos.

- The app guides kids as they put together their Droid and control it in Drive Mode, Self-Nav, Force Mode, and more, making it the ultimate galactic sidekick.
- After mastering their Droid Inventor skills, kids continue on to challenges that spark creativity and inspire them to create unique new Droids.
- Each littleBits electronic block has a different function such as a power, motor, or sensor, which kids can use with their Droid in new and exciting ways.

- Included stickers and in-app missions encourage kids to customize their Droid using crafts or household objects, giving their Droid its own special personality.
- Kids will take pride in creating any Droid they imagine, and parents will love the endless play opportunities.

The company is committed to bringing more girls into STEM/STEAM by designing products that are gender-inclusive and celebrating female inventors. littleBits products currently see adoption by girls at around thirty-five percent--an industry high.

"The littleBits Droid Inventor Kit has the elements to be one of this year's hot toys," said Jim Silver, CEO and editor-in-chief of TTPM. "It combines the huge fandom of Star Wars, STEAM, and tons of creative fun. Its open-ended design and deep engagement will be particularly appealing for both kids and parents, ensuring long-lasting interest through repeat play."

The Droid Inventor Kit comes with 20 Droid parts, six Bits, three sticker sheets, as well as a free download of the littleBits Droid Inventor app. The Droid Inventor Kit retails for \$99.95 and is available now at Walmart stores nationwide, Amazon, Apple Store, Disney Store, and littleBits.com. For more information and a complete list of global retail locations, please visit: littleBits.cc/starwars.

About littleBits

littleBits empowers kids around the world to become inventors. Founded in 2011 by Ayah Bdeir, its innovative platform of easy-to-use electronic blocks allows anyone to create and prototype with electronics, independent of age, gender or technical ability. As the leader in STEAM (Science, Technology, Engineering, Art and Mathematics) learning, littleBits believes in creating the conditions of invention by creating products that encourage self-directed exploration and problem solving; support grit and tenacity; and create a safe place to experience both failure and accomplishment. The company is dedicated to successfully bridging the gender gap with its gender-neutral platform, attracting an industry high thirty five percent of young girls to invent with littleBits. By embracing STEAM, both girls and boys can invent solutions to the problems that matter to them. The company's products have won over 150 industry awards in the toy and education industries. littleBits is headquartered in New York. For more information and inspiration, go to www.littleBits.cc.

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