



# Onni & Ilona: Happy Animals

## Visual stimulation for babies

### Onni & Ilona visual stimulation cards go digital in new app for babies

*Childrens brand Onni & Ilona branches out into mobile apps*

**Helsinki, Finland, June 5th 2017:** Today, childrens brand Onni & Ilona, focusing on goods for the visual stimulation of infants, announced the release of their first mobile app in a planned series of kids apps. *Onni & Ilona: Happy Animals* will be released on the Apple App Store on Thursday June 15th 2017. Familiar Onni & Ilona characters are brought to life with the help of amusing animations and delightful sound in the app, which is designed for babies aged up to one year.

Of the upcoming app release, Onni & Ilona founder and illustrator Leena Junnula said, "Onni & Ilona: Happy Animals joins a very small number of apps designed specifically for babies of such a young age. I hope that the app becomes a source for cherished moments of joy and connection between children and their parents. From earlier experience, I've often observed how a baby's expressions and reactions to our stimulation cards are also rewarding to the parent. Hopefully the app can form a basis for mutual collaboration and play."



Onni & Ilona: Happy Animals features 12 charming animal characters that animate and sound off in amusing ways, of which three are free-of charge. The nine rest may be purchased within the app in a single transaction. The app aims to support infant eyesight development with clear and high-contrast imagery. Each animal responds to touch with a unique animation. Onni & Ilona: Happy Animals can be a safe first app experience for infants where they begin to grasp concepts of action and reaction. Alternatively the app may be displayed to the infant on a "movie mode", where the animals animate on their own.

The app developer is Pintxo Creative, a Helsinki-based kids app company, founded by Olli Hassinen and Ilari Niitamo. The idea for the app was born when Hassinen, a new father himself, contacted Junnula. "We had just had a little baby girl and she was enchanted by a few Onni & Ilona stimulation cards we had put up. I thought this would make a great fit for a mobile app", Hassinen recalls. Pintxo Creative hopes to strengthen Onni & Ilona's reach and appeal abroad. "We would like to see Onni & Ilona grow and be available to more people globally, and for this, Happy Animals can be a great conduit. What matters most is that we provide an app that genuinely resonates with families worldwide", Niitamo explains.

Onni & Ilona: Happy Animals is available on the Apple App Store on June 15th 2017.

## Details

**Website:** <https://onnijailona.app/happyanimals/>

**Press kit (73mb):** [https://onnijailona.app/press/happyanimals/onniandilona\\_happyanimals\\_presskit.zip](https://onnijailona.app/press/happyanimals/onniandilona_happyanimals_presskit.zip)

**Trailer (50s):** <https://www.youtube.com/watch?v=FEQmle1OPSY>

**App Store (available June 15th 2017):**

<https://apps.apple.com/app/id1137164555>

Full version promo codes available upon request

## Contact

For all press and interview inquiries please contact: [hello@onnijailona.app](mailto:hello@onnijailona.app)

**Leena Junnila**

[leena@onnijailona.fi](mailto:leena@onnijailona.fi)

+358 40 7382693

<https://www.onnijailona.fi>

**Pintxo Creative**

[info@pintxo.co](mailto:info@pintxo.co)

<https://pintxo.co>



**About Onni & Ilona:** Designed by illustrator Leena Junnila, Onni & Ilona's visual stimulation cards have entertained and charmed babies for about 10 years. In the past, Junnila has illustrated two visual stimulation children's books, published by WSOY, and recently another canvas visual stimulation book published in South Korea. In addition, she has curated art exhibitions for babies as well as a dance performance based on one of her books.

**About Pintxo Creative:** Founded in 2012, Pintxo Creative is a Helsinki-based design and development company with a special focus on kids apps. Onni & Ilona: Happy Animals is the company's first self-published kids app.