

Press Information

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Issued by:



IKEA LAUNCH LEKAR
The first iPhone app that
creates parent and child
interaction

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According to research initiated by home furnishing specialist IKEA, half of all parents (52%) feel guilty that they are not spending enough time with their children and three in four (73%) admitting they would like to spend more time relaxing together. These findings form part of the IKEA Playreport, the world's largest research project into children's play and its effects on family life. In response to this, IKEA has developed the first iPhone app designed to encourage interaction between parents and children.

LEKAR, meaning 'games' in Swedish, offers parents three specially devised games, which use the iPhone as a tool to generate parent and child game play. With 42% of parents believing that their children will benefit more from playing with their siblings as opposed to educational toys, each game has been chosen for its interactive qualities. The first games being launched on the LEKAR app are "Bird, Fish or In Between", "Charades" and "Musical Chairs".

The LEKAR app, initially intended for three to seven year olds, also features a "shake-and-play" option. This allows users to shake the iPhone, which then selects games at random. IKEA will be building on the app over the summer and will be releasing more exciting games via regular updates. This will even include a function to upload game results to the Playreport facebook page, so that they can be shared with other parents and children alike.

With 40% of UK children agreeing that they would like their parents to spend more time playing with them, LEKAR is ideal game for engaging children and parents alike. The IKEA LEKAR app is free and customised for the iPhone and iPod Touch. It can be

downloaded from the Apple store from Wednesday 7th July.

The LEKAR app includes:

Bird, Fish or In Between is a traditional Swedish hide-and-seek game. The first player seeks a good hiding place for the iPhone. Next the player sets audible clues and the iPhone slowly sets off sounds, which give away its whereabouts. The winner is the one who finds the iPhone and taps stop!

Charades is a classic word-guessing family game, great to play with the little ones. The first player chooses a task generated by the iPhone. That player then acts out the task whilst the other players try to guess what it is by selecting options from the menu.

Musical Chairs is a popular elimination game that is fun for all the family. Players need to start by placing one less chair than players in a circle. The leader then taps the iPhone to start the music. When it stops, players must race to find a chair and whoever doesn't find one is out. The last player sitting wins!

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For more information please contact the IKEA Press Office at Cake on 0207 307 3100 or email ikeateam@cakegroup.com

For further information please contact

Notes to Editors:

About Playreport

IKEA has undertaken a major research-driven project to investigate the subjects of children's development and play called the Playreport. 7,933 Internet-based interviews were conducted with parents and 3,116 interviews with children aged 0-12 years during October and November 2009. Survey fieldwork was carried out online in 25 countries by [Research Now](#), London. [Family Kids and Youth](#), partnered with IKEA to design the questionnaire, analyse the results and provide an overview of child development and background to the importance of play. To download the results, visit www.facebook.com/playreport

About IKEA

Founded in Sweden in 1943, IKEA offers home furnishing and accessories of good design and function at low prices so the many people can afford them. There are currently 268 IKEA Group stores in 25 countries with 590 million visitors last year. IKEA incorporates social and environmental efforts into day-to-day business and continuously supports initiatives that benefit causes such as children and the environment. For more information, please visit: www.IKEA.com

About Children's IKEA

Children's IKEA is based on the belief that children are the most important people in the world and the home is the most important playground. Part of the product development process includes collaboration with the world's leading children's experts, speaking to parents and studying children and their everyday life at home. All this knowledge goes towards designing products that are functional and safe while supporting children at every stage of their development. [IKEA Playground](#)

Links:

IKEA: www.IKEA.com

Playreport: www.facebook.com/playreport

Family, Kids and Youth: www.kidsandyouth.com/

Research Now, London: www.researchnow.co.uk