

## Discovery Kids increases mobile presence



1 day ago by [Wendy Goldman Getzler](#)

Discovery Communications, through a new licensing agreement with Hong Kong-based consumer products company and mobile developer Zap Toys, is launching a series of mobile games that will live under the Discovery Kids brand.



Discovery Kids' *Scuba Adventure* will be the first title released as part of the explorer series. The game will be available for download in the coming months on both the iPod Touch and iPhone and will eventually be compatible with the iPad.

*Scuba Adventure* and the subsequent mobile games will be available in the US and Canada at [www.zaptoys.com](http://www.zaptoys.com) and on iTunes.com.

The deal was brokered by Big Tent Entertainment, the North American licensing agent for the Discovery Kids brand.

Zap Toys, which manufactures radio control toys, vehicles, construction toys and figures under proprietary brands like Rubber BurnerZ and Pro Racer, made its foray into the mobile space last year. The mobile games deal with the company follows on the heels of the debut of Discovery Kids' first iPad app, *Discovery Kids Sharks*, which launched last month in partnership with Parragon Books.

Tags: [Discovery Kids](#), [mobile](#), [Scuba Adventure](#), [Zap Toys](#)