



A FUN APP FOR FLOSSY AND JIM!
**Flossy and Jim Lock Screen App – making
unlocking your mobile sunny, funny and imaginative!**

Edutainment Licensing (EL) in association with **IconLogin® Limited** are delighted to announce a licensing partnership to launch a new Flossy and Jim Lock Screen App for Android users, available in the Google Play Store from mid-March.

The picture based app starring the design led Flossy and Jim brand is fun and easy to use and allows fans to use their favourite Flossy and Jim images, instead of a numerical keypad and pin code.



The App is based on the idea that pictures are fun and much easier to remember than numbers. It is also more secure than using a traditional keypad because the pictures appear in a different order each time, instead of a static layout like almost all other keypads.

“The Flossy and Jim Lock Screen turns the everyday act of unlocking a phone into something visual and fun”, enthuses Denise Deane from EL. “This innovative idea is a perfect fit for the bright and on trend Flossy and Jim designs.”

When initially downloaded, a free keypad of 12 Flossy and Jim images is presented, ready for the user to choose their own Picture Password sequence using four of those images. Each time the phone wakes up the user's Android device the same 12 images appear on the keypad, but in a randomised order. When the correct four images are chosen in the same order the device is unlocked. In addition to the free keypad there will be other keypads to tap and buy via In-App purchasing.

“We are delighted to produce an App for Flossy and Jim as their images are so sunny, funny and imaginative. Seeing them will put a smile on everyone’s face whenever they unlock their device” says Schehrezade Davidson of IconLogin®.

About IconLogin® Limited

Iconlogin® Limited is a publisher of picture password Apps under the registered trademark: Your Brand In Their Hand®. The technology behind the picture passwords is protected by two worldwide patents. The underlying software is used for secure mutual authentication via picture passwords in order to overcome all of today’s major threats to the security of online login credentials.

About Flossy and Jim

Flossy and Jim is a design led brand - they describe their style as sunny, funny, bold and colourful. Their mission is to make everyone smile with their illustrations.

About Edutainment Licensing

Edutainment Licensing is an independent agency with a tailor made approach to the licensing business specialising in properties that are both educational and entertaining, especially those intended for children in their early years

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