

ANYANG, SOUTH KOREA, October 02, 2013 **/24-7PressRelease/** -- Acclaimed Chinese character(Hanja) learning application 'Drawing Hanja (Wooriai Hanjabaksa)' is set on taking over the domestic App market. 'Drawing Hanja' is a smartphone app designed for children to learn Hanja, with four different levels; level 8, 7 6 and 5.

With this app, children can draw Hanja using various colors on their smartphone screen, just like they are painting. Child-oriented interfaces are combined with reading, listening, writing and drawing maximizing educational effect.

One of the advantages of this app is that users can get the maximum learning effect at a relatively cheaper cost than Hanja study-aid books. 50 words in level 8 are available for free. The recommended age is from 6 to 10 (from pre-school children to elementary school children) but it is also beneficial for adults who wish to learn Hanja.

"We set reading, writing and repeating as basic functions especially focusing on writing," Choi Jung Eun, the CEO of CreamCon Corp., the developer of 'Drawing Hanja', said adding "because drawing is children's favorite method to play, we approached the app from the child's perspective of drawing Hanja, rather than writing it."

'Drawing Hanja' was originally produced by 'DreamSoda' which was established by 3 house wives. They renamed the company 'CreamCon' and changed the business model to a CEO system, with an aim of more active business.

As a part of this aim, they created a new character whose name is the same as the company, 'CreamCon'. CreamCon is a dinosaur prince who learns Hanja to save its kingdom from aliens with the help of children. Through CreamCon, the company plans to keep producing content with stories by breaking away from the simple Hanja learning application style.

CreamCon Corp. is currently developing Hanja learning content for Kakao pages, audio visual content, as well as the upgraded Android version of 'Drawing Hanja'. Above all, they will promote CreamCon to many children.

"CreamCon is capable of producing content that children would like by guaranteeing their professional education from a mom's perspective." CEO Choi pointed out "In future we will

expand our boundaries to include English and Korean, not only Hanja."