



Habyts® Helps End Screen Time Battles between Parents and Kids

Habyts is the family habit-building app that automates screen time and other rewards to motivate kids...without nagging or yelling. Habyts combines practical parental controls with a unique 'points and privileges' system to stop screen time battles (before they start).

Introducing Habyts®, the family habit-building app that helps parents struggling to manage screen time, eliminate homework distractions, and motivate their kids. Based on guidance from some of the world's leading parenting experts, Habyts builds 21st century digital habits by regulating digital usage and letting kids earn their screen time and other privileges through a unique 'points and privileges' system.

Following two and a half years of trials with over 100 families across the US and the UK, Habyts manages screen time while motivating kids to do homework, finish chores and build good habits. Habyts is available via www.habyts.com as well as the Apple App Store.

Research* now suggests that 'twens' (ages 8-12) average up to 4:36 hours of screen time per day, excluding time spent using media for school or homework. (The average is 6:40 hours per day for teens). Prolonged screen usage has been identified as a cause of a wide range of health issues including obesity, attention problems and sleeping disorders**.

For parents who constantly grapple with the challenge of how much time their child is staring at a screen, Habyts puts an end to daily conflicts before they even start.

Habyts supports parents in a way that suits them. It lets parents regulate screen time habits across multiple devices – at any time and from anywhere. Automatic limits, sensible schedules, safe browsing and website filters are set across all networks.

Habyts can even selectively allow access to certain apps and sites during study time, by (for example) blocking Minecraft and YouTube, but allowing Microsoft Word and Wikipedia.

The app helps kids develop a healthy attitude to screen time with a 'points and privileges' system. Habyts incentivizes children to complete chores and tasks in order to earn points. The points can be spent on pre-agreed rewards or extra time on their gadgets. Habyts encourages the child's independence, whilst also allowing parents visibility of their activity.

Cynthia Crossley, co-founder of Habyts, explains that "kids default to hours in front of Minecraft, Facebook and other digital entertainment simply out of habit. To break the pattern, we need to overwrite old habits with new ones. Parents can do that with Habyts by setting tasks to be completed before screen time is allowed, and then managing key aspects of the screen time (duration, content, etc.). It's a straightforward way to teach good life habits, while at the same time limiting the damage from excessive screen time."



With Habyts' practical and full-featured solution, parents can:

- Easily enforce sensible time limits and schedules across different devices
- Filter harmful websites to protect kids
- Block out hard-to-resist homework distractions
- Require daily tasks to be done before screen time
- Use privileges and rewards to encourage responsibility
- Use reports to see what kids are doing
- Handle tough parental control challenges such as incognito mode and VPNs
- Stay in control wherever and whenever, using a phone or browser

Globally renowned child and adult psychiatrist and NY Times bestselling author Dr Edward Hallowell M.D. says, 'Habyts is such an effective tool because it does more than just limit screen time. Rather, Habyts focuses on helping kids to self-regulate and motivate themselves, with set tasks and rewards, without the need for nagging. Positive attitudes to screen time at an early age will help children form positive habits. This will lead to healthy relationships, academic achievement and better social skills both on and off-screen, in adult life.'

Try it out today by signing up at www.habyts.com.

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For more information, contact Vic from Habyts at contact@habyts.com or call +(44) (0)203 865 1884 (North America: 0044 203 865 1884. For logos, screen shots, and fact sheets, please see our Press and Media Page: <https://habyts.com/press-and-media/>

Sources

*Common Sense Media

**American Academy of Paediatrics

About the founders:

Husband and wife team Andy and Cynthia Crossley co-founded Habyts in 2014. Cynthia is a former corporate career woman having worked for a number of blue chip companies including Microsoft, Merrill Lynch, Gemini Consulting, and Goldman Sachs. She holds a BA from the University of Chicago and a MBA from Stanford Business School. Andy is a seasoned entrepreneur with a background in engineering and management from Cambridge University. He worked for a strategy consultancy and later for high-tech companies in California's Silicon Valley and the UK before starting out on his own. Andy runs a portfolio of successful businesses, including Habyts.

As the parents of three boys, Cynthia and Andy used to face daily battles when it came to regulating screen time. They soon recognised that this is the first generation of parents trying to manage internet technology, 'screen sucking', and Digital Natives – and that a new approach was needed. The husband and wife team researched hundreds of parenting tools



and techniques, and worked with a number of experts and families from around the world. The end result is Habyts, a comprehensive tool which puts families in charge of their tech, and not vice-versa.