

Detailed directions for folding and use of the I-Qube®

This little piece of cardboard may not appear to be a big deal and possibly seems overly simplified. However, it represents the foremost black-and-white infant development device on the market and still leads the rest in functional use.

Please follow these directions (new and improved from the original directions printed on the brochures) for best results.

First, pre-fold the I-Qube® on all creases to make sure it folds into a cube easily.

Next, following the numbers on the tabs begin folding them in.

***This is important! While folding the sides inward you will create ‘V’ shaped folds on the inside corners. Make sure the ‘V’ folds are trapped under the side tab you are folding-this is what helps the I-Qube® keep its form when you’re done.**

If the I-Qube® tries to unfold please go back to the first step and try again.

Now it’s time to show it to baby. Experience shows that babies respond most quickly to the female or male faces on the sides of the I-Qube®. Hold your baby in the crook of one arm and the I-Qube® in your other hand.

***This is important! Remember that your baby’s focal range is between 8-12 inches (20-30cm) - more on this later.**

Show your baby the I-Qube® and watch his/her eyes. When your baby looks at, then ‘locks on’ to the I-Qube® slowly move it around within his/her focal range while observing his/her eyes following the I-Qube®. When baby stops following the I-Qube® change the face/side of the I-Qube® you are showing to your baby and see if you can regain his/her attention.

***This is important! Your baby may only follow the I-Qube® for a few seconds at a time, and could only be interested in the I-Qube® a few times at the beginning. This is very normal. As your baby develops more synapses, his/her attraction and attention span to the I-Qube® should increase.**

When your baby does not seem interested in the I-Qube® he/she is not in the ‘learning mode’ and you will make no progress.

Information

Most ‘other’ black-and-white devices seem very much like the I-Qube® by using similar faces and designs but they are nowhere nearly as effective for a few reasons. Likewise, many other products labeled and sold for babies don’t produce great results because they exceed the baby’s abilities during their earliest and most critical development.

1. Holding your baby while using the I-Qube® increases the human bonding that your baby needs for best development. Think of this as prime one-on-one time at a crucial point in their development. Wall hangings, crib mobiles, changing table covers and such don’t offer this human bonding advantage.
2. Your baby’s focal range is around 8-12” (20-30cm). Most wall hangings, crib mobiles, changing table covers and such are either too close or too far away to be any more than a visual blur to your baby. Even crib mobiles, which may come within baby’s focal range momentarily while they spin above his/her head, are only within focal range for a brief moment and may not get his/her attention until it is disappearing out of range – or if it does grab his/her attention, leaves his/her focal range before they let go of it.
3. Watching your baby look at and ‘lock on’ to the I-Qube® assures you that baby has seen it and is paying attention; you have instant and positive feedback on the activity. You also know when your baby loses interest in one face/side and can respond by showing them a new face/side. You also have instant and positive feedback when your baby is not paying attention at all and is not interested in learning.

The I-Qube® is most effective from the time your baby opens his/her eyes until somewhere between four and six months. Studies have proven that babies respond best to bold, contrasting colors and simple designs during this period in their development. Beyond that age the baby has ‘graduated’ to desire more complex color schemes and designs.