

Yaniv Hamami

Mikmak

Israel (2009)

TAGS: [Zeus](#) [Aphrodite](#) [Ares](#)



General information	
Title of the work	מיקמק
Title of the work in english	Mikmak
Year of publication	2009
Country of publication	Israel
Publisher	D.I.C Technologies
Original language	Hebrew
Target and Age Group	5-14 year olds
Link (to resource)	Mikmak Mik Olympus Accessed on 17 June, 2020
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Creators

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Yaniv is Founder and CEO at D.I.C Network Technologies.



Additional information

Contents & Purpose

D.I.C Technologies operates and maintains websites catered to children's entertainment, promoting social content in a protected online environment.

D.I.C Technologies' flagship product, Mikmak World, is a supervised, secure online social platform where users can design virtual characters to go on adventures, play games, and meet other members.

The purpose of Mikmak is the enjoyment in playing familiar games in their digital version, decorating items (such as private houses, clothing), meeting other friends on the game's platform. Each player can create and design their own Mikmak character. The players can also nurture a digital pet, replace items with other players, earn points and achievements while playing the games. Some of the leading characters of Mikmak World follow their own backstory which appeared on a TV show and movies.

This is an educational game which encourages investigating various themes, such as Israeli history, Jewish holidays, general knowledge, reading comprehension, arithmetic.

The game also encourages social interaction. Players can play from different computers simultaneously and "meet" on the game's platform. The games and players are constantly being moderated in order to keep it a safe environment for children. No swearing is aloud and there are constant warnings against online frauds that can jeopardize the safety of children.

Further comments

The mythological part of Mikmak is part of a special upgrade which the players can purchase. Mik Olympus: Living Like a Greek God offers the characters of Zeus and Aphrodite. The players receive the characters' distinctive clothing, a house in the style of a Greek temple and unique magical power for each character: Zeus' magic can make other players turn swiftly in a stormy ball of lightning. Aphrodite's magic can put any other Mikmak character into a love balloon and float in the air.

Subscribers receive a special bonus, Are's hat (designed as an ancient helmet)

There is another upgrade, Aqua Miks in which the players can purchase



the characters of Aqua man (based on the comic character who is also reminiscent of Poseidon) and a female mermaid.

The players usually spend in average 20 min. – 90 min. on the various games in this website.

