

Tech2Play: Experiencing technology through play

- 400m² promotion area at the Spielwarenmesse in Hall 4A
- Participation encouraged: Robot Race and Multicopter Cage
- 5 product segments: Electronic Pets, Robot Toys, RC Drones, Virtual Play and 3D Printing

No sooner does a new technology enter our lives than it appears in the first toys. In response, the Spielwarenmesse is taking a closer look at technological toys in the Tech2Play area in Hall 4A. The 400m² zone will be packed with the latest toys inspired by technology. A robot that can be programmed with chips, quadcopter races and many other activities will attract trade buyers and highlight that: The future is fun!

Robotic pets and 3D printers

At the forthcoming fair, which opens its doors in Nuremberg from 1 to 6 February 2017, buyers interested in technological toys will no longer have to trail through several exhibition halls to find them. Ernst Kick, CEO of Spielwarenmesse eG, explains: "The Tech2Play area takes an exhaustive look at this topic, analysing pioneering toys that look set to shape the market in the coming years. We've identified five core product groups that will take centre stage during the event." In the "Electronic Pets" category, cats, dogs and all kinds of other robotic pets will imitate their real-life counterparts. By contrast, the "Robot Toys" segment focuses on the art of programming. "3D printing" will show how three-dimensional printing will make its mark on the world of children. Already well-known and highly popular, the "RC Drones" category reflects the well-established market of multicopters. Last but not least, trade buyers can also look forward to a host of innovative products in the "Virtual Play" category, which embraces products that have been extended to incorporate new dimensions using augmented and virtual reality.



The various categories featured in the promotion area encourage visitors not only to browse but also to get involved. They can test the new products at the robot races and go on test flights free of charge.

Additional information on promotions, events and participating terms and conditions are featured on our website at www.spielwarenmesse.de/en/t2p.

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Note for editors: Reprint free of charge. Please provide us with a voucher copy on publication.

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Spielwarenmesse®

Spielwarenmesse, the leading international fair for toys, hobbies and leisure, is organized by the fair and marketing services provider Spielwarenmesse eG. The trade fair creates a comprehensive communication and ordering platform for 2,800 national and international manufacturers. The presentation of new products and the extensive industry overview provide a valuable pool of information for annual market orientation for more than 70,000 buyers and toy traders from over 120 nations.

Fair date: Spielwarenmesse®, Wednesday to Monday, 1 – 6 Feb 2017

Spielwarenmesse eG

Spielwarenmesse eG is the fair organizer and marketing services provider for the toy sector and other consumer goods markets. The Nuremberg company organizes the world-leading Spielwarenmesse® in Nuremberg, **Kids India** in Mumbai, **Kids Turkey** in Istanbul and **Insights-X** in Nuremberg. The range of services provided by the cooperative also includes industry campaigns and the international fair programme, **World of Toys by Spielwarenmesse eG**, which enables manufacturers to exhibit in pavilions at trade fairs in Asia and Russia. Spielwarenmesse eG operates a worldwide network of representatives in over 90 countries. It also has several subsidiaries, including Spielwarenmesse Shanghai Co., Ltd., responsible for the People's Republic of China, Spielwarenmesse India Pvt. Ltd., covering the Indian market and Spielwarenmesse Middle East Fuarçılık Ltd. Şti., which looks after Turkey, the Near East and the Middle East. The cooperative holds a major stake in the Russian exhibition company Grand Expo, which organizes **Kids Russia** in Moscow. **Die roten Reiter GmbH** subsidiary with headquarters in Nuremberg works as communication agency for the consumer and capital goods industry. The complete company profile of Spielwarenmesse eG can be seen on the Internet at www.spielwarenmesse-eg.com.