

Tech2Play: Robots, multicopters and more enrich the Spielwarenmesse

- New Promotion Area: Tech toys fill 400 m² in Hall 4A
- Five categories: Electronic Pets, Robot Toys, RC Drones, Virtual Play and 3D Printing

The appeal of technological toys looks set to increase enormously over the next few years. The 68th Spielwarenmesse, which is opening its doors in Nuremberg from 1st to 6th February 2017, will be taking a closer look at this fascinating product sector. The 400m² Tech2Play promotion area has been created in Hall 4A with a view to spotlighting this product group.

Various manufacturers will be presenting around 40 products in five categories. These are: Electronic Pets, Robot Toys, RC Drones, Virtual Play and 3D Printing. Two areas have been created to enable visitors to test the products at their leisure. The Robot Racing Track allows them to race different products against each other, whereas the big Multicopter Flying Cage is designed for testing the flying objects on display. The products will be presented in their categories at various theme islands.

A selection of products for each category

The Robot Toys section will feature, among others, Wonder Workshop Germany GmbH, which will unveil "Dash, the Robot". In conjunction with a smartphone or tablet, the educational robot teaches children the art of programming through play, using a language that is easy for them to understand. Silverlit Toys Manufactory Limited will be appearing in the Electronic Pets category with "Train My Puppy". The robotic dog not only responds to different gestures but also obeys twelve individual commands.

In the 3D Printing category, fischertechnik will showcase its eponymous "3D Printer". The children have to assemble the printer themselves, allowing them to grasp the basic principles of 3D printing. Via a USB port, the 3D-printer can print the examples supplied as well as the child's own files. Among the exhibitors in the Virtual Play segment, ZIPIT will be showing its

“Interactive Colouring and Activity Book”. Children simply open the “ZIPIT Creativity App” on their tablets and hold it over the images they have completed in the colouring book. The pictures suddenly come to life and can be decorated with more than 40 virtual stickers. In the RC Drones product group, Yuneec Europe GmbH will present the “Breeze 4K”. The multicopter is controlled by a smartphone and is fitted with a 4K-UHD camera, which delivers razor-sharp images and videos.

Benefits for exhibitors and visitors

The new Tech2Play promotion area will bring together for the first time a selection of highlights from the broad spectrum of technological toys, benefitting both exhibitors and visitors. The exhibitors are given the opportunity to present their products in an exclusive setting. Moreover, the promotion area will be extensively advertised, drawing it to the attention of trade buyers. They, in turn, will gain a valuable insight into this market whilst having the chance to test the products themselves. The aim, of course, is to get visitors actively involved!

Exhibitors wanting to appear at the Tech2Play promotion area can still register until 15 December (after this deadline: subject to availability).

Register at: www.spielwarenmesse.de/en/t2p

Information for visitors: www.spielwarenmesse.de/en/tech2play

Text length: 3,305 characters

Note for editors: Reprint free of charge. The Tech2Play logo is available at www.spielwarenmesse.de/photos. A video is also available for online reporting: https://youtu.be/f_c8zYRqUUc. Please provide us with a voucher copy on publication.

13.12.2016 – kk



spielwarenmesse®

Nuremberg 1 – 6 Feb 2017

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. Spielwarenmesse® has also been a protected word mark in Germany since 2013.

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