

Spielwarenmesse: Tech toy highlights in action

- New promotion area in an exciting design
- Racing Track and Flying Cage encourage visitors to get involved

Buyers coming to the 68th Spielwarenmesse to find out more about technological toys will not have to look very far. Opening its doors in Nuremberg from 1 to 6 February, the international leading trade fair for toys brings together a high concentration of highlights from this product segment in the newly created, 400m² Tech2Play promotion area, located in Hall 4A. Trade buyers will have the opportunity to immerse themselves in the fascinating world of tech toys, whilst gaining a valuable overview of this market and finding new inspiration for their product ranges.

Products in five categories

A variety of different manufacturers will be presenting more than 45 products in five categories. The toys in the “Electronic Pets” segment promote social skills and a sense of responsibility among boys and girls. They are found alongside innovations in the “Robot Toys” category, where Clementoni GmbH, to name just one example, will be unveiling two robots that teach children the basics of programming through play. “RC Drones” is devoted to popular theme of multicopters, whereas “Virtual Play” features toys that are lent another dimension through augmented or virtual reality. The “Space Expedition” VR headset from Uncle Milton Industries, Inc., for example, will send trade buyers on a journey into distant galaxies. Finally, the “3D-Printing” category demonstrates how three-dimensional printing is making inroads into the world of play.

Exciting product setting

The Tech2Play zone is not an exhibition area in the classical sense. Its trendy black-and-white theme is designed to make it stand out. Each category is presented within its own themed island, helping trade buyers to find the product groups in which they are most interested. Seating is also provided, inviting buyers to sit down and talk to the manufacturers. After all, the

promotion area features some companies that do not have a stand elsewhere at the Spielwarenmesse. Visitors are thus given the opportunity to speak to the manufacturers face to face and to find out everything they need to know about the products on show. Parrot, Robotical, Playmove and Mobysa Association are just some of the companies featured here.

It's time to get involved!

The idea behind Tech2Play is for visitors to physically try out the products that catch their eye. The promotion area is accordingly equipped with two extra areas: The big Multicopter Flying Cage is for testing the products in the "RC Drones" category, whilst the Robot Racing Track allows visitors to race different products against each other. Taking part is completely free of charge. The Tech2Play zone is open daily from 9 am to 6 pm. More information on Tech2Play is available at www.spielwarenmesse.de/en/tech2play.

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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. Spielwarenmesse® has also been a protected word mark in Germany since 2013. Fair date: Spielwarenmesse®, Wednesday to Monday, 1 – 6 Feb 2017