



Tech2Play activity area presents pioneering tech toys at the Spielwarenmesse

- Product highlights in four categories
- New partnership with Nuremberg innovation laboratory JOSEPHS

The pace of development in the world of electronic toys is breath-taking. To see the latest innovations in this fascinating field, visitors at the 69th Spielwarenmesse should not miss the Tech2Play activity area in Hall 4A. From 31 January to 4 February 2018, it is showcasing highlights from the exciting realm of tech toys in a compact area of around 400m². Both German and international manufacturers are featured, showing around 45 innovative products across four categories. The activity area gives independent retailers and buyers the opportunity to gain a valuable overview, to try out the products for themselves and to find new and engaging ideas for their toy ranges.

Product presentations on theme islands

The “Robot Toys” category focuses on interactive toys that impart programming skills to children. Germany’s Kinematics GmbH is joined here, among others, by UBTECH Robotics Corp. from China. Remote-controlled vehicles are as popular as ever among young and old with drones and multicopters experiencing a particular boom. The activity area devotes an entire section to them in “RC Toys”, with companies such as Sieper GmbH – SIKU – and Neat-OH! International from the USA showing their innovations. Augmented and virtual reality are bringing a new dimension to a growing number of toys, whilst mobile apps are adding new and exciting aspects to the overall experience. The “Virtual Play” category showcases products from companies such as Goliath Toys GmbH and Rollplay / Paragon. “Electronic Learning” highlights toys that teach girls and boys various aspects of the sciences or foreign languages. This category includes, among others, the UK company Tech Will Save Us and DIALOG TOYS c/o Linguwerk GMBH from Germany. To help visitors navigate the Tech2Play Area more easily, each category is presented individually. Tech2Play also encourages visitors to get



actively involved. A Robot Racing Track and a RC Drone Flying Cage invite visitors to test the exhibited products at their leisure. More information is available at www.spielwarenmesse.de/en/tech2play.

Discovering virtual worlds with JOSEPHS

At the forthcoming edition of the trade fair, the Spielwarenmesse team is entering into a new partnership with JOSEPHS. The open innovation laboratory in Nuremberg allows visitors to play an active part in the creation and improvement of product innovations throughout the year. During the Spielwarenmesse, the three German companies PION-ONE AG, NeoBird GmbH & Co. KG and DEXPERIO GmbH will be showing their innovations and prototypes from the fields of virtual and augmented reality. Further information can be found on the website at www.josephs-innovation.de/en.

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Note for editors: Reprint free of charge. Images are available at www.spielwarenmesse.de/media. 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 organised by the fair and marketing services provider Spielwarenmesse eG. The trade fair creates a comprehensive communication and ordering platform for more than 2,850 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 73,000 buyers and toy traders from over 120 nations. Spielwarenmesse® has also been a protected word mark in Germany since 2013.

Fair dates: Spielwarenmesse®, Wednesday to Sunday, 31 Jan – 4 Feb 2018