



PRESS INFORMATION

Novelties 2005

(YO)2 – Taking yo-yo to the next level

This toy is just too good to be forgotten. Again and again generations are fascinated by the yo-yo. Since the 1980s the small Swiss company ACTIVE PEOPLE is the leader in setting up a European scene and of course was involved intensely in the big, world-wide yo-yo boom seven years ago. Now the creatives put all their experience, their dreams and the knowledge of smart product designers into the development and construction of their own models. The result: the new label (Yo)2 – a quantum leap in the development of yo-yo technology.

TRIPLE ACTION is the first yo-yo world-wide that offers a fixed axle, freespun and an auto return function in one brilliant allround model. The switch mechanism is beautiful and realized with efficient simplicity. With the clear design and clever functionality designer Alex Hochstrasser sets another mark in his successful cooperation with ACTIVE PEOPLE.

FLEX GAP is the fascinating tool for advanced players. Assembled of highest-quality parts it features refined mechanics for precisely tuning the width of the gap. And for the first time serialised in yo-yos: first-rate concave ballbearings. Just ask yo-yo experts about the possibilities this offers and how this high-end yo-yo runs!

ACTIVE PEOPLE keeps on strengthening a solid elementary training with the basis model DARK GEM while introducing G-SPIN at the other end of the spectrum: A revolutionary mutant yo-yo for extreme spin times and completely new hybrid spin top tricks.

All yo-yos come with a learning CD or various „scene CDs“ (for the ballbearing models) and on the internet www.activepeople.com offers – just like for Astrojax – a platform for tricks, tips and forums for the big community of yo-yo fans around the world.

Further information can be found at www.activepeople.com.



The small Swiss company ACTIVE PEOPLE is specialising in creating and producing cutting-edge motion and skill toys and games. Founded in 1984, it helped classics such as yo-yo and juggling to fresh popularity. With Bilibo, Astrojax and Sakol René Küng and Alex Hochstrasser, the creatives, entered virgin soil thus setting trends in the toy sector. Innovations 2005 include - apart from a visionary yo-yo line – the ball-in-ball concept „Babal“ and „Boing“, a novel flashing ball not only for juggling. High-quality materials as well as clear and simple designs characterise the products which have been awarded international design prizes more than once. The secret of success: Procure freedom without definite rules and instruction manuals so the player can develop the game and himself, add own ideas and create his individual game. In the meantime ACTIVE PEOPLE expanded into more than 50 countries world-wide. Further information can be found at

www.activepeople.com

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