

# PRESSEINFORMATION

## ACTIVE PEOPLE:

Creative motion games are the key to success

ACTIVE PEOPLE – that's their way of life: A small Swiss company started to bring action back into play – and they really mean it.

With smart motion and skill toys the innovative Swiss producer successfully makes kids and young-at-hearts leave television and paddle behind. But that does not mean René Küng and Alex Hochstrasser, ACTIVE PEOPLE's creatives, do not believe in technology. They, too, use internet and new media in order to make their philosophy of creative toys known world-wide and there are quite a few ACTIVE PEOPLE products which include interactive CD-roms and DVDs with tips and learning programs.

But it is motion, skill and creativity that come first when creating and developing the toys. None of the products includes an instruction manual. Instead, the player is asked to develop himself and the game while playing, to get his own ideas and create his individual way of playing. The creation of Bilibo is the perfect example. Alex Hochstrasser remembers: "When I introduced the prototype at the kindergarden of my hometown the little ones were astonished at first. But then a boy sat down in Bilibo and started spinning, a girl turned Bilibo around and tried to balance on him – after that you just could not stop them any more." Even he was surprised of all the ideas the kids had when playing with Bilibo.

## Enthusiastic to imagine new games

ACTIVE PEOPLE demands a lot of its new products. „We want everybody to be able to play our games therefore they have to fulfill various requirements“, René Küng explains. „Beginners are supposed to have fun and be successful right from the start, but there also have to be new challenges and variations for advanced players.“ The two of them imagine and develop new game concepts with the greatest enthusiasm, they set their hearts on it and are not satisfied until everything is perfect. They act on the maxim to combine simplicity and clarity in use with a fresh, clear design. And they are proud of various design prizes from Europe and overseas they have won.

Küng and Hochstrasser have an eye for game trends of tomorrow, that's for sure. On the one hand they advanced classics such as yo-yo, juggling or Poi alias KiwiDo and introduced them to a new generation. But

on the other hand they entered virgin soil with products such as Bilibo, Sakol or Astrojax. This tradition is continued with the novelties 2005: This refers to the yo-yo line (Yo)2, Bilibo sibling Babal and the multi-colour light ball BOING. Of course, the two ardent players faced great challenges to market these products but they managed it with ingenuity and great commitment.

#### Dedication to their traders

The two specialists for motion toys always keep in mind the global fan community when producing, promoting and distributing their products. They want to establish a new up-to-date culture for games. Best example: at [www.astrojax.com](http://www.astrojax.com) an enthusiastic international player community was established where you talk about the newest tricks, tips and rumours.

But it is not only virtually that ACTIVE PEOPLE keeps in touch with its players, but personally as well. In cooperation with specialist traders in Switzerland and Germany the company offers training programs and concepts that are allocated to the international distribution partners. That way the ambitious and cutting-edge label was able to successfully establish its products and game trends in more than 50 countries. The close contact to distribution partners who share the ACTIVE PEOPLE philosophy and the need for motion, coordination and skill toys are a crucial factor to success.

No more passive consumption, today's motto is creative action. And surely ACTIVE PEOPLE already works on its next playful cutting-edge product.

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