

PRESS INFORMATION



Astrojax – Playing in free dimensions

Like many other great inventions Astrojax was discovered almost by accident: Physics student Larry Shaw played with dental floss and hex nuts and was immediately fascinated by the complex patterns that emerged. He found out about the physical laws, solved the connections between rotational dynamics and centrifugal force, wrote equations for angular velocity, acceleration and length of the string and after two years and hundreds of prototypes Astrojax was born. At a trade fair Larry Shaw met René Küng, director of ACTIVE PEOPLE, who was fascinated by the idea right from the start. Ever since, Astrojax has been advanced and distributed by the Swiss toy maker specialising in cutting-edge motion and skill toys.

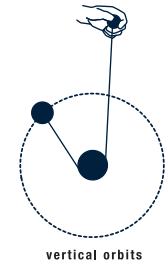
But what exactly do you do with Astrojax? Comparing it with classic games such as yo-yo and diabolo would not do it justice. Astrojax is a complete new category of skill toy.

Simply ingenious

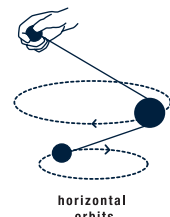
At first glance, Astrojax seems amazingly simple - in spite of all mathematics: The game is made of three foam balls on a string, the middle ball freely moving, the outer balls fixed at each end of the string. Every ball has a precision-machined metal core that allows smooth movements in all dimensions. And that is where the player comes in: Depending on his talent and skill level he sets the balls in motion, lets them swing through the air and around his body. The excitement of this game is partly due to the fact that there are no right or wrong movements, there is no specific goal to be reached. Just get into the flow and enjoy the beautiful three-dimensional patterns that emerge and try to come up with new exciting moves.

Astrojax is already being used in creativity seminars or by teachers to enhance their students' fine motor skills.

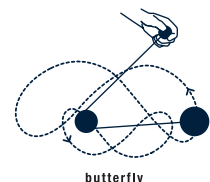
It even works in space: Astronauts took Astrojax to the international space station ISS and let it orbit through the cabine, proving that the game does work even in zero gravity.



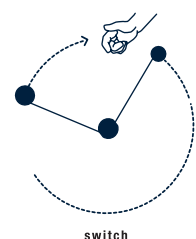
vertical orbits



horizontal orbits



butterfly



switch



A new classic

In the meantime Astrojax has turned from an insiders' tip to a new classic. A colourful, international Astrojax community is growing on www.astrojax.com where fans talk about the latest tricks and events. There is a player gallery as well as the „Trick of the Month“ to admire and aspire to. On youtube.com you can find hundreds of videos from Astrojax players around the world showcasing new tricks and playing styles and word is spreading fast that Astrojax is what the real cracks are now playing - a game all about action, rhythm and your own personal style.

Tailor-made Astrojax

Astrojax is available in four versions:

The original Astrojax PLUS is made of polyurethane foam so that the balls can bounce off the body and floor really well. It is ideal for beginners. Advanced players use it to learn new tricks.

V-MAX is the speedy Astrojax version with high-quality polycarbonate balls that move faster and allow for a very dynamic game with precise movements. The transparent design shows the fascinating inside of the balls.

At the beginning of 2003 the light-up version SATURN was launched. Each ball features two LEDs which create spectacular effects in the dark. You can choose between two modes: „Continuous“ and „Disco“ which produce dazzling light traces and strobe effects.

In 2007 after almost three years of research and development ACTIVE PEOPLE launched the latest generation of Astrojax: AQUA

The new set designed by Alex Hochstrasser is based on a patented physical principle with liquid-filled balls, instead of the classic balls with central metal weight. This new fluid-flow design allows for exceptionally smooth orbits and a fresh feel that's quite addictive. The elegant buds at each end of the string make it very easy to adjust the length of the string to your particular style of play, or to swap strings, buds or balls with other AQUA sets.

Astrojax AQUA is available in three distinct versions: The elegant BLUE with clear balls in ocean hues, the incredibly pink SHIVA, and GLOW with luminescent balls that light-up in the dark and recharge when exposed to light.





The Swiss company ACTIVE PEOPLE offers a unique collection of innovative skill and motion toys. Traditional, century-old games like yo-yo, juggling and poi are taken to exciting new levels with cutting-edge design and technology. Ingenious hybrid forms are developed, or an entirely new category of skill toy is created, as in the case of Astrojax. A growing family of open-ended preschool toys like Bilibo, Babal or Sakol complements the line-up and has received rave reviews from child development specialists.

ACTIVE PEOPLE's toys invite you on a journey. The longer you play, the more you discover of the amazing possibilities they offer.

High-quality materials as well as clever and simple designs characterise these products which have received numerous international design awards.

Further information can be found at:

www.activepeople.com

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