

# PRESS INFORMATION



## Astrojax AQUA – Enter the flow!

Astrojax is ACTIVE PEOPLE's most successful toy with over 7 million units sold worldwide. The fascinating skill toy unites complex physics with beautiful flowing moves, rhythm and dance, and has even been tested by NASA in space.

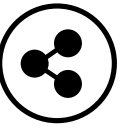
Astrojax is well on its way to become a new classic like yo-yo or juggling.

After over 3 years of experiments and testing, ACTIVE PEOPLE is thrilled to launch Astrojax AQUA. The latest generation of Astrojax is another leap forward in terms of playing performance and style.

The Astrojax AQUA is designed from ground up based on a patented physical principle with liquid-filled balls, instead of the classic Astrojax balls with central metal weight. This new fluid-flow design allows for exceptionally smooth orbits and a fresh feel that's quite addictive. AQUA balls are larger and heavier than standard Astrojax balls. The outer shell is a soft, flexible casing for the liquid, providing an easy, comfortable grip, while the polycarbonate vortex in the centre reduces friction to a minimum.

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. The string is typically longer, taking the AQUA into the realm of larger, more physical play.

Due to the new stringbuds, the AQUA is the first Astrojax that lets you play with two or even three balls moving freely along the string. This opens up a whole new level of possibilities and allows for tricks of mind-boggling complexity.



The Astrojax community has been eagerly awaiting the new Astrojax and the initial reactions have been enthusiastic. More and more videos exploring the exciting potential of the new AQUA are popping up on YouTube.

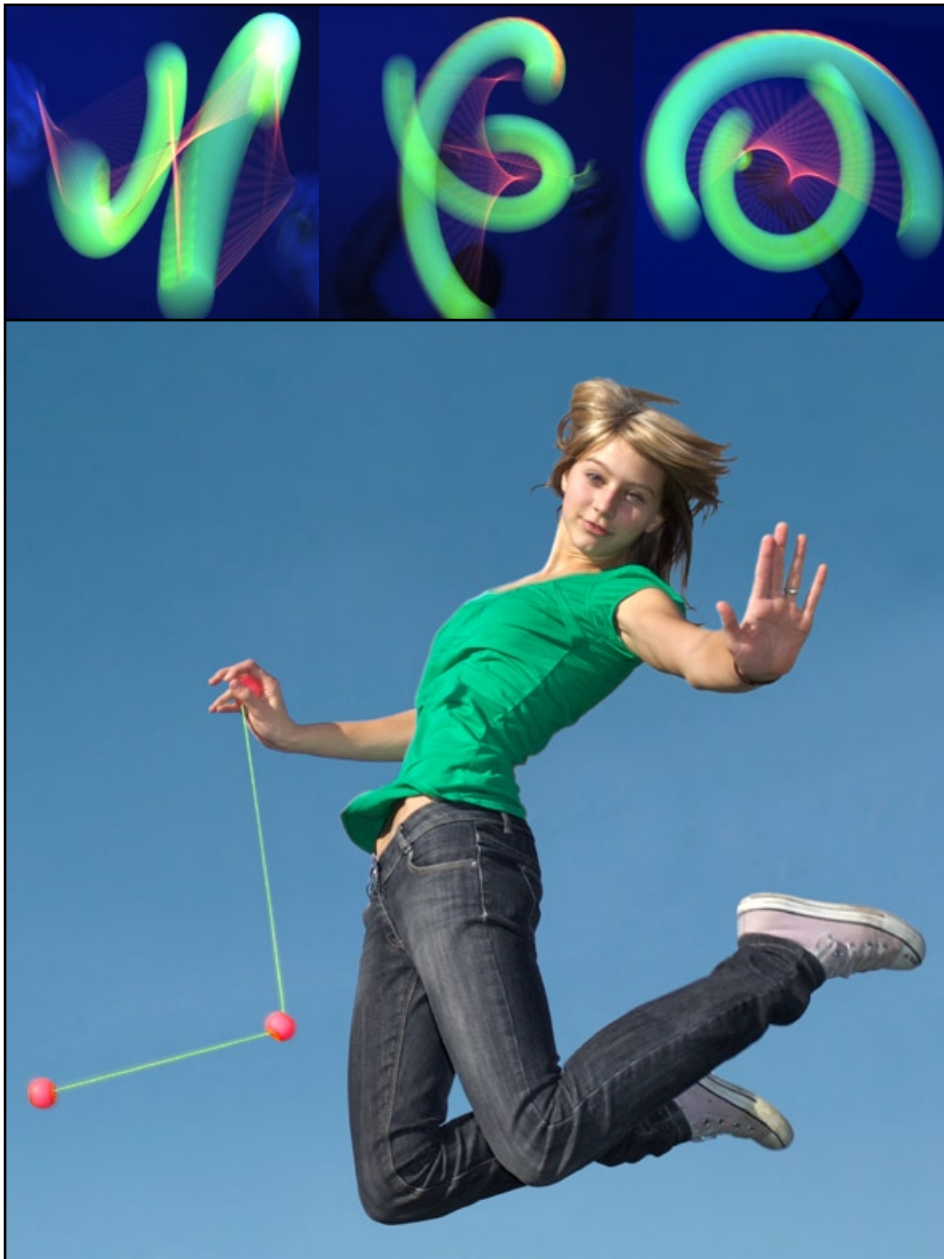
For further information, demo videos and player reviews check out <http://www.activepeople.com/en/toys/astrojaxaqua>

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 strong light.

Astrojax AQUA retails for approx. 10£/20\$

Stockist information on [www.activepeople.com](http://www.activepeople.com)

For images in high resolution please send an email to [press@activepeople.com](mailto:press@activepeople.com).



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.

For further information and the latest news please visit:

[www.activepeople.com](http://www.activepeople.com)

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