

GAME™ FAMILY



Elonex launches iGAME - the first TV Games Dock

UK manufacturer Elonex International launches the world's first TV Games Dock, iGAME FAMILY, for only £79 and opens up games development to the general public in line with the Apple App initiative. iGAME FAMILY opens the gateway to "impulse priced games" ranging from 99p to £4.99

Designed in the UK, iGAME FAMILY is a convergence product that takes the best functionality from an iPod dock and combines it with the best functionality of a wireless games console to create a home entertainment system that is fun for all the family.

Boasting Apple "Made for iPod" certification, iGAME FAMILY is a next generation iPod dock that is perfect for unleashing downloaded media into your home like never before. Browse through your iPod's folders on your TV using the iGAME's wireless controller to play music, videos, podcasts, video podcasts and movie rentals. Then at the push of a button iGAME FAMILY becomes an immersive games console using wireless motion sensitive controllers, where real-life movements are mimicked by the iGAME character's actions. Total immersion into the action games is an exhilarating experience like never before. With the wireless iGame controller you won't just be on the edge of your seat, you'll be up and out of it- returning serve, going for a strike or aiming for treble twenty!!

The iGAME FAMILY is a sociable TV Games Dock which is a great way for families and friends to spend quality time together and most importantly have a laugh with each other. iGAME FAMILY converts the iPod from a personal product viewed via a small screen and listened to on personal speakers to a TV entertainment system and shared between groups of friends and families.

Commenting about the iGAME's place in the technology sector Sam Goult, Marketing Manager at Elonex says *"iGAME has drawn on Elonex's previous experience in convergence technology to create an iconic product that really has something for everyone. Combining an iPod dock and a wireless games machine which lets you play music, films and games on your TV, has enabled Elonex to*

combine some of the nation's favourite pastimes. With a recession busting price of £79 and games priced from only a few pounds, iGAME FAMILY is going to be the Christmas present of 2009, and it won't mean that money conscious families have to break the bank."



Nick Smith, CEO of Elonex, reflects on the iGAME's development, "Elonex aims to follow the success of the ONET, the world's first £99 laptop, which has made personal computing accessible to everyone. Games consoles are always at the top of the Christmas wish-list and with iGAME FAMILY, Elonex is once again making family entertainment accessible and affordable. It's often the case that the gaming industry subsidises consoles and charges inflated prices for games but with the iGAME FAMILY we've broken this mould. By releasing the software developer's kit to the open market we are facilitating what we call "impulse priced games" priced from 99p and capped at £4.99."

"Elonex is currently working on an application that will allow your Apple Apps to be played directly through your television via the iGAME FAMILY. This is intended to be available as a free download later in the year. I'm incredibly proud of the Elonex UK Research & Development team's achievement. During these difficult economic times they have created a remarkable product to spread a little fun in the UK but also the International Market."

Rock and Dock and Roll... and podcasts, and vidcasts, and movie rentals and more...

iGAME FAMILY is the latest and coolest addition to the iPod generation and with 'Made for iPod' certification, using your iPod couldn't be more straightforward. Dock your iPod into the iGAME's iPod dock and you not only have access to all your music and video files, but iGAME will also charge your iPod* [*for iPod compatibility see www.igamefamily.com].

Using iGAME FAMILY you can browse through your folders and files just like when your iPod is in your hand. Choose from your collection of music, podcasts, videos, vidcasts, music videos, feature films, TV shows and play them at the touch of a button on your TV. With iTunes, iPod and iGAME there is a totally new way of accessing and enjoying digital media.

With cinematic movies now available for purchase or rental through Apple iTunes, your iGAME can bring the silver screen to your own TV screen and let you watch the latest Hollywood blockbusters like never before. With access to thousands of films to download, the days of popping out to the video store are long gone. You'll have the best seat in the house- right in front of your iGAME FAMILY!

Game On

iGAME FAMILY is the next generation in immersive gaming- it's as much about playing the game as having fun and interacting with the rest of the family while you're playing. The iGAME uses 2.4GHz wireless technology to convert real life movements of the iGAME controller into the actions of the virtual iGAME characters on-screen.



The iGAME FAMILY package comes with a collection of 20 free games including the brain games FIRECRACKER & SUDOKU as well as the action games TENNIS, BOWLING, TRAMPOLINE, PING PONG, TANKS & DARTS.

iGAME FAMILY leaves behind traditional games consoles where square eyed teenagers are glued to the couch for hours on end. The iGAME FAMILY has been designed to be more healthy and active-where iGAMERS are up and moving about, interacting with the screen as well as each other. iGAME FAMILY has also been designed as a platform for games that are suitable to stimulate and engage the brain for both adults and children. Entertainment based educational games are amongst the best way for kids to develop their memory, visualisation, and logic skills as well improving hand-eye co-ordination and spatial awareness.

iGAME Developer Network

iGAME FAMILY comes with 20 free games. In addition, Elonex are establishing strategic partnerships with many of the world's biggest games publishers with plans to create new games for iGAME and also port appropriate existing favourites onto the proprietary iGAME format.

One of the biggest developments pushed forward by iGAME is that Elonex are the first TV Games Dock manufacturer to open up game development to the general public as part of their Developer Network. On 29th August, Elonex will distribute the iGAME SDK (Software Development Kit) to developers giving them the tools to create new games from code level up, in the same way that has proven so successful on Apple's App Store.



Games that meet the endorsement of the iGAME Approvals Process will be sold and distributed through official iGAME channels with the iGAME Developer being able to set the game's retail price and then earn 70% of the revenue from future sales. Games are available to buy on GAMECARD or downloaded and played via SD card via a port in the iGAME.

Simon Le Jeune, Head of Strategic Partnerships for iGAME comments *"Partnerships with key players in the developer and publishing industry are key to providing iGAMERS with the best games. The recent success of the Nintendo Wii and Apple's App Store have shown that nowadays consumers aren't just looking for mind blowing graphics and lengthy game play, but are becoming more interested in immersive and fun based games where they can play with their family and friends in the real world, instead of just interacting with a computer screen.*

The public are now able to develop these kinds of games and so Elonex has made the groundbreaking decision to allow individual, small and major developers to make the games, and also to make money from them. It is a model we believe will unleash the limitless creativity of the public and make iGAME FAMILY an entertainment system to be reckoned with."



Elonex are currently working with Apple to develop the future of iPod/iPhone interactivity and the next step forward for iGAME FAMILY is for Apple to release *complete* control of the iPod/iPhone through the dock so that the iGAME controller becomes the handset for controlling the iPhone's many apps.

iGAME : The classroom of the future

Elonex are also developing educational games to make learning fun. With a range of brain games being released soon iGAME FAMILY will develop mnemonic, logic and problem solving skills for children in their early years. Elonex anticipates that iGAME FAMILY will make its way into the classroom as a next generation learning platform that will help teach and develop valuable skills in children so they won't even know they are learning!

More Information

For more information on iGAME or Elonex please contact Sam Goult, Marketing Manager at Elonex using the following contacts

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Review units available for immediate shipment upon request

When, Where, How

iGame SDK kits available upon request

iGAME Beta Packs available for immediate shipment

Get hands on with iGAME at HMV selected stores from 1st September

iGAME FAMILY, Games & Accessories- Public Availability from major retailers from 3rd week of September

Benefits of Elonex iGame

- Fun for all the family – there's something for everyone
 - Use your iPod like never before – Music, Videos, Film on your tv
 - Only £79 with games pricing from 99p to £4.99
 - Games console with wireless motion sensitive controllers
 - Multi-Player games (Additional controllers / games sold separately are required)
 - Comes with 20 FREE active, healthy, immersive games
 - Sleek iconic shape- a stylish addition to your home
 - Connects via SCART or component to almost any TV
 - Games bought on Gamecards or downloaded and played via SD card
 - Wireless 2.4GHz controllers so no table top sensors are needed
 - Controllers have 3 axis accelerometer control with vibration feedback.
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- Games development released to the general public
 - Developers make revenue for every game sold
 - Elonex are a UK company

For iPod compatibility see www.elonex.com/igame © 2009 copyright Elonex International. All rights reserved. iPod / iPhone not included in package. Additional Remote controllers are available separately. iPod not required for use. TV Required for use. Made for iPod license certifies this product meets Apple performance standards for iPod devices. Apple is not responsible for the operation of this device or its compliance with safety and regulatory standards. Apple, iPod, iPhone, App Store are trademarks of Apple Inc, registered in the US and other countries. Nintendo and Wii are trademarks of Nintendo. iGAME and Elonex are trademarks of Elonex International Ltd. Gorse Lane, Birmingham, B46 1JU. Multiplayer games require additional controllers, sold separately, and depends on the game being played. WARNING - Not suitable for children under 36 months. Contains small parts that could be swallowed. Contains iGAME Sling which could wrap around neck and cause suffocation.