

PRESS INFORMATION



PLAYWORLD LAUNCHES HOST OF NEW PRODUCTS AT SALTEX

Playworld Systems Europe, Stand A1, Saltex 2008

Playworld Systems Europe has chosen Saltex 2008 as a platform to launch a series of exciting new play products.

The centrepiece of the stand, A1, will be Neos All Around - a brand new addition to the Neos outdoor electronic gaming range which is designed for smaller budgets.

As the name suggests, players stand in the middle of a circular structure on which electronic light buttons and the scoreboard are mounted, so that play wraps all the way around. Those tempted to have a go on stand can enter the highest score competition to win an iPod.

Also making their debut will be Playworld's new Spring Riders with interactive sounds. These intelligent products take the spring rider concept to the next level, sensing movement and responding with sounds based on their characters which range from cows and horses to bees and cars.

Alongside these will also be new 'play in motion' products promoting bouncing, twisting and turning; new hardwearing concrete climbing boulders; and new sandpits with diggable fossils which allow children to unearth replica dinosaur bones and fossils with their fingertips, igniting their imaginations.

For further information contact Playworld Systems on 01531 636010, email info@playworldsystems.co.uk or visit www.playworldsystems.co.uk.

Ends.

Playworld39
24 July 2008



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CAPTION:

The centrepiece of the Playworld Systems stand at Saltex this year is a brand new addition to the Neos outdoor electronic gaming range called Neos All Around.