

**PRESS RELEASE**  
**July 2011**

# HAGS

## **HAGS AND PLAYITSOUND JOINT VENTURE TO ADD NEW DIMENSIONS TO OUTDOOR PLAY.**

### **Global play equipment meets modern technology.**

HAGS, one of the world's leading manufacturers of playground equipment, has entered into a joint venture with the Danish company playITsound. PlayITsound are a young Company who employ emerging technologies and unique ideas to connect the real world of physical activity and play with the electronic, digital and virtual interactive worlds.

CEO of PlayITSound Jonas Gam, says;

*PlayITsound is delighted to have entered into the joint venture with HAGS and will push their digital agenda into the future. We deliver an entirely new approach to digitalization of the traditional outdoor playground to give children and teenagers a superior experience and digital connectivity in ways they cannot get at home.*

*PlayITsound will drive HAGS technology strategy forward. The strategy of the joint venture encompasses research collaboration with leading universities into technologies of sensors, mobile devices, online social networks and social virtual worlds to create digital magic on the playground and an altogether new experience.*

*We envision that the "connected" playground of the future will become the true social environment that bridges the virtual and realworld play environments allowing activity at the playground to be enhanced significantly and in a way that is familiar and "cool" for children and teenagers says, Peder Burggaard Co-Founder and board member of playITsound.*

### **Bridging the gap.**

The first joint development products aim to add play value and bridge the gap between commercial playground equipment and social computer games. The products, branded Son-X, will be deployed globally through HAGS network of sales channels.

The first of an ongoing series of joint venture products to be rolled out is the interactive add-on module Son-X Octavia.

## **A rewarding experience through sound.**

The Son-X Octavia is easily attached to any commercial swing and powered by solar cells, which means there is no need to lay cables. When a child reaches a certain pendulum motion, the swing turns into a digital game. The child is rewarded with applause or music, supporting his or her quest to swing higher in order to reach the next level of audio experiences.

## **More products to come.**

The Son-X Octavia will be available through HAGS in October 2011 at a price level of approximately 500 Euros, which is significantly less than any other playground equipment with electronic technology on the market.

*- We believe that this new development will finally allow children to experience the excitement of modern technology in a physically active playground environment for the first time at a reasonable cost level, says Matthias Biek, Global Product Manager at HAGS.*

*The Octavia as well as future Son-X products will be sold as stand-alone items and also incorporated into HAGS equipment.*

## **HAGS** playITsound

*HAGS is a global company with a product offering that stretches over an extensive range - for play, sports and other outdoor recreation - designed for people of all ages. playITsound develops interactive play products based on research about children's play habits.*

*Both companies are part of PlayPower Inc.*

*To hear the Son-X Octavia and get a complete product presentation, visit [www.son-x-play.com](http://www.son-x-play.com) or [www.hags.com](http://www.hags.com).*

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Son\_x\_boy2.jpg, Son\_x\_octavia.jpg

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