



Play
Learn
Discover



Swinxs U.S. Launch Catapults Family Fun Into the Future

NEW screen-free games console encourages children to play, learn, discover and exercise

Boston, MA - August 24, 2009 - [Swinxs](#), the hottest innovation in family-friendly interactive play has hit U.S. shores. The portable **screen-free entertainment console** engages kids in physical, creative and educational play (including musical chairs, tag and relay) by using its voice in combination with sounds and colors.

Designed for ages four and above, Swinx talks and explains games, recognizes players and even referees. Each player wears their own colorful wristband that communicates with Swinx allowing it to recognize, interact and monitor players.

[Playground classics](#) have been given a digital makeover and come preloaded on the Swinx. In addition, more fun can be downloaded from a **free** ever-expanding online library (over 25 games in total), which also includes music, quizzes and interactive books. Parents can also [develop and share their own customized games](#) with the Swinx community.

Swinxs is durable, lightweight water-resistant and cordless. Its long-lasting battery - approximately four hours of playtime - ensures hours of fun whether in the playroom, at the park or at the beach. While a single player mode is available, up to 10 children can play Swinx at a time, making it a great option for birthday parties.

Already a hit, Swinx recently won the coveted title of "[Game of the Year](#)" from the highly respected national parenting magazine, Creative Child, as well as the National Parenting Center 2009 Seal of Approval.

Swinxs is available nationwide on [Amazon.com](#), priced at \$150.

For more information, please visit [www.Swinxs.com](#)

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About Swinx BV

Swinxs is the innovation of Dutch company, Swinx BV, founded in Amsterdam in 2007 and created by Arnout Asjes and Eduard Zanen, founder of Bugaboo. Swinx launched in Europe in Fall 2008 and opened their US office in Boston, in Summer 2009.

GET SWINXS SAVVY:

Swinxs is so easy to play, event adults can do it! See Swinx in action...



[Watch the Swinx video](#)

SWINXS FAST FACTS:

- Swinx comes ready to play with over 25 games! Find the entire list [here](#).
- Swinx with Style: Swinx was designed by acclaimed designer [Khodi Feiz](#), consumer tech design guru and designer for Nokia mobile phones.
- The Swinx Animal card game is now available. Check out this and other new [card games!](#)

[Browse SWINXS' images here](#)

For more information or samples please contact:

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