

Technology Transcends

Toys Are No Exception In The Technology Takeover

(NAPSA)—Technology has altered and improved almost every aspect of life. We rely on it to communicate, to travel, to entertain, and in some cases, to survive. Technology is now the core component of many products that used to exist without it.

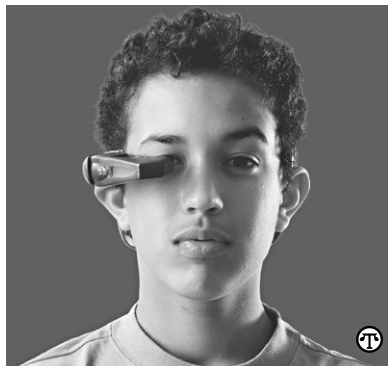
Take toys for instance. An 8-year-old boy of today isn't likely to be entertained by the marble collection that once fascinated his father. Products such as Spy Gear Eye-Link Communicators are being created to serve the demand for advanced technology in toys.

Eye-Link Communicators use high frequency radio transmission (433mHZ) to silently send text messages between kids pretending to be secret agents.

A message is typed on an arm-mounted keypad and sent to an illuminated eyepiece where it scrolls across an LCD screen. The messages travel through buildings, doors and walls, allowing kids to play spy with their teammates across the street.

Although Eye-Link Communicators are the first digital headset-display message transceivers to enter the toy market, the unique styling and function of Heads-Up Displays (HUDs) was first developed in the 1960s.

At the time of its initial creation, HUDs were a graphic display that permitted a pilot of a fighter jet to read his gauges without taking his eyes off the target.



Eye-Link Communicators respond to demands for advanced technology in toys.

“As kids’ tastes change, and in many cases get more sophisticated, we are trying to push traditional toy boundaries,” says Nathan Kecker, vice president of marketing for Wild Plant Toys. “Our commitment to innovation means finding new ways to delivery technology and fun.”

While being able to text message an unlimited number of agents within a 200-foot radius does have a practical purpose, it's the imagination that really ignites the Eye-Link Communicators. This technology is now accessible to many because of its affordability (a set of two keypads and two HUD units retail for under \$35).

For more information on Eye-Link Communicators and other high-tech Spy Gear products, visit www.spygear.net.