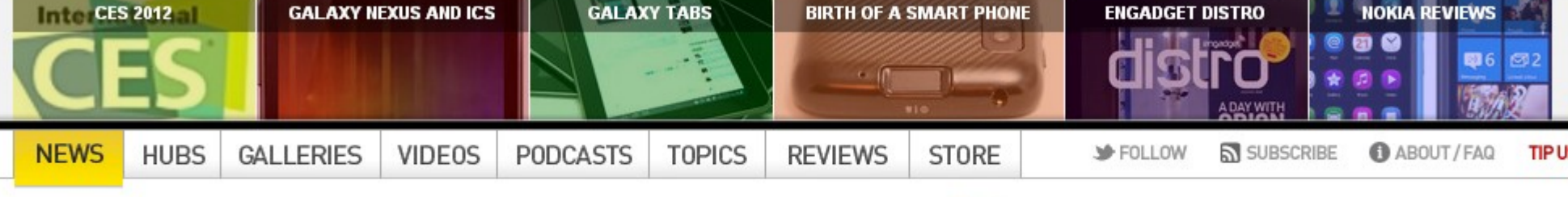




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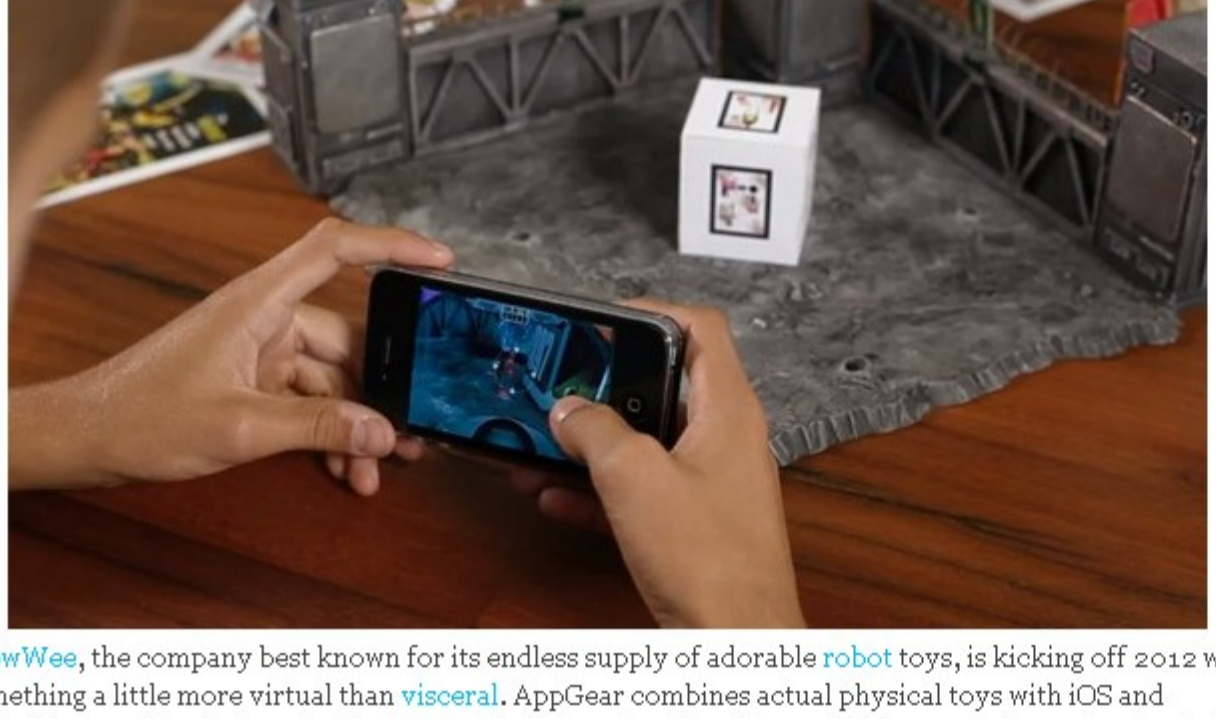


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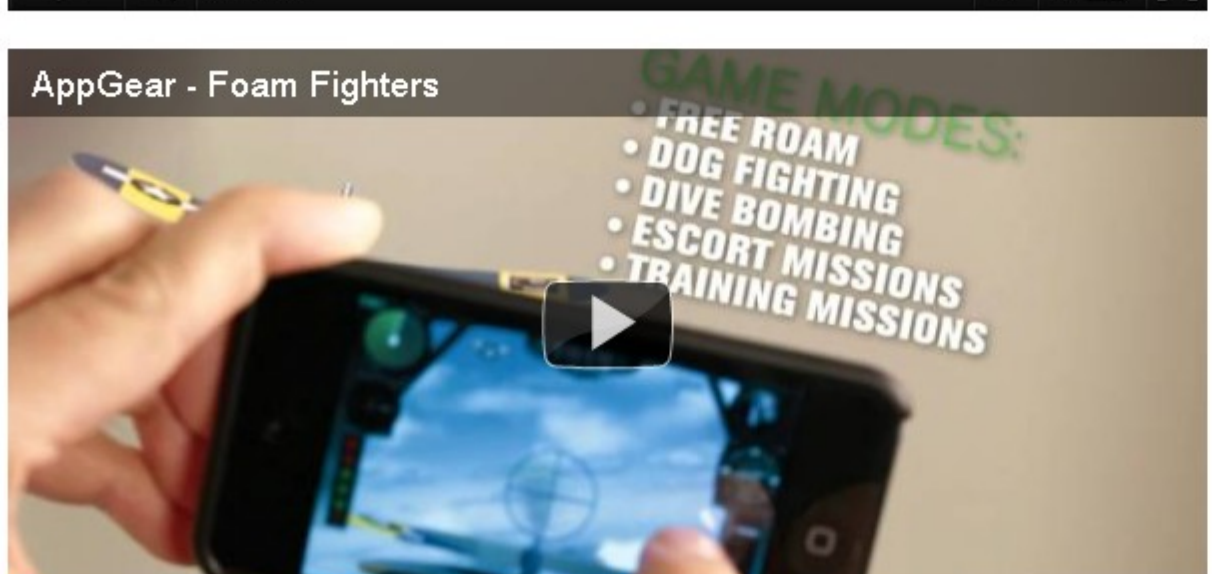
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WowWee's AppGear turns toys into smartphone 'accessories' (video)

By Terrence O'Brien posted Jan 3rd 2012 6:03PM



WowWee, the company best known for its endless supply of adorable robot toys, is kicking off 2012 with something a little more virtual than *Wii* ever was. AppGear combines actual physical toys with iOS and Android apps, like the launch title *Foam Fighters*. Each collectible, action figure or playset is paired with its own free, downloadable app that offers an augmented reality game or virtual way to interact with the toys. The line will be launching in "early" 2012, for between \$9.99 and \$19.99 depending on the particular toy. Six products will be available at launch, including Alien Jailbreak, Zombie Burbs, and Elite Commander which you can check out in the videos below alongside some incredibly vague PR. And we'll be gunning for WowWee booth when we land in Vegas to get some hands-on time with this lineup of AR-toys.



Hide Press Release

New Toy Category Equals New Revenue for Retailers in 2012

AppGear™ to Premiere at CES 2012.

LAS VEGAS, 4 Jan. 2012, from ShowStoppers @CES 2012 -AppGear™ from WowWee is a line of collectible toys that interact with free downloaded apps; the latest trend in gaming and graphics. AppGear changes the way consumers interact with the world of gaming, connecting apps with traditional tangible toys providing the user with a unique interface combining the digital and real world; essentially creating a new reality... "Amplified Reality".

Launching in early 2012 with 6 unique titles, AppGear will be the low-cost innovative leader in the newly created category, known as AppCessories. A leading national newspaper recently said the AppCessory™ category will be the hottest toy category for 2012.

Last year App sales surpassed \$2 billion dollars and this year that number is expected to increase to over 15 billion. By 2014 experts expect to see the number grow exponentially to 185 billion in sales.

"Until now, traditional retailers or brick-and-mortars have been unable to tap into this huge growing market. They've been left out of the app party, but now App Gear is providing retailers an opportunity to take a bite out of the "app" pie," said Mike Gonzales, Creative Director and Digital Brand Manager for WowWee. "AppGear products will be sold at retail with price points of \$9.99 up to \$19.99, making the AppGear experience affordable for the real consumer!"

Every AppGear product, such as a collectible figure, interactive playset or customizable toy, will connect or interact with the associated free downloaded app. Also unique to AppGear and crucial to the success of AppGear for 2012, every AppGear product is compatible with all iOS (iPhone, iPad, iPod) and Android platforms.

"Apps used to be something you played on your mobile devices. Thanks to WowWee's AppGear you now play with real toys in the virtual world. Foam Fighters is one of a series of toy-based apps. You fly your toy, play on your phone, using your real world as background. How cool is that?" said technology expert, Robin Raskin. Earlier this week "Foam Fighters" was chosen as one of the 10 finalists for this year's Mobile Apps Showdown. As part of CES, The Mobile Apps Showdown honors the best of the best apps founded by Robin Raskin, Founder of Living in Digital Times.

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- Kenny Warrington** 6 days ago: Where are you exhibiting at CES? [REPLY](#)
- Joseph Grovers** 1 week ago: "Alien Jailbreak" [REPLY](#)
- DKay** 1 week ago: Can't wait for G-Swirl Unleashed. With multiplayer [REPLY](#)
- Andrew Clarke** 1 week ago: Looks very snazzy, but how many children have a smart phone? Very few is the answer, most kids don't even have a normal mobile. There is a very limited market for this. [REPLY](#)
- ghost corps** 6 days ago *in reply to Andrew Clarke*: I dunno where you live in but over here kids don't talk anymore. They are all buried in their phones, even when in groups. [REPLY](#)
Not to mention all the hipster parents handing down their obsolete iPhone 4s.
- pikmaximum** 1 week ago: Neat [REPLY](#)
- EswaranN** 1 week ago: A step closer to virtual reality or should I say Real Virtuality? [REPLY](#)
- Ammar Mheir** 1 week ago: not really impressive.... not at all actually... my old phone use to do this kind of crap... [REPLY](#)
- Randy Squirrels** 1 week ago: Do you have a smart phone? Have you played Angry Birds? Have you possibly heard some buzz word like AR or Augmented Reality? For only \$9.99 you can experience a crummy example of it for yourself! Keep buying and collecting until you get it! Coming soon, in-app upgrades and branded merchandise! [REPLY](#)
- Ricardo Dawkins** 1 week ago: and people says Kinect is a gimmick. AR just blows right now. [REPLY](#)
- joyin** 1 week ago: This is AR?? I always assumed AR would be used for actually useful purposes.... Instead we get shitty knockoff crap like this promising real "AR"... Basically Appgear sticks some crappy graphics in an iPhone camera app and calls it a day. What's the difference between playing an AR game and playing an 80's first person shoot on a transparent display? No difference from the videos... [REPLY](#)
- Silentsnja** 1 week ago: like little kids now days are gonna have their own iphones/ipad. [REPLY](#)
- stewarth** 1 week ago *in reply to Silentsnja*: But wait they can get an Android at Bestbuy for \$1. [REPLY](#)
- bluevoodo** 1 week ago *in reply to stewarth*: insecure much? [REPLY](#)
- Tavis Veighey** 1 week ago *in reply to Silentsnja*: Welcome to 2012, too many kids have iPhones and iPads. (and iPod Touches) [REPLY](#)
- stewarth** 1 week ago *in reply to Tavis Veighey*: And Androids - especially with them selling for \$1 at best buy. [REPLY](#)
- Xenthis** 1 week ago *in reply to stewarth*: Pretty sure that that is for a phone - and contract prices are NOT cheap. [REPLY](#)
- Jeffrey Kim** 1 week ago: I want it [REPLY](#)
- BertrandsBox** 1 week ago: wat. [REPLY](#)
But seriously, who actually buys this crap? :|
- Nacon** 1 week ago: L.. feel bad for the kid in the commercial. He didn't realize how bad he look when playing with those.... things. [REPLY](#)
- 弗萊德** 1 week ago: oh lord, what a mess... lol [REPLY](#)
- JCa_NY** 1 week ago: augmented fatality [REPLY](#)
- MadAndronicus** 1 week ago: Want to make your portable gaming less portable? Wait till you see what we have for you! [REPLY](#)
- auneakeffect** 1 week ago: I don't get it [REPLY](#)

JOYSTIC 1 and 2 sliced down to \$5 on Steam this weekend
Mole Kart is the iOS Mario Kart rip-off you never wanted
"Run Roo Run" available now on iOS, from Scribblenauts dev

TUAW 4 Spotted at CES: Sketch Trax iPhone 4 case
Chris launch of iPhone 4S goes awry as crowds over-whelm Beijing flagship store
Smart Card may be the simplest app on the store, it's an on/off switch

TECHCRUNCH 7 Anthony Ha Joins TechCrunch
Pitch Now: Intel Awarding Young Entrepreneurs With \$100K For Whizbang
Business Mess
MySpace Isn't Dead In The US, It's Just Getting Closer To Zero Users... As Twitter, G+ Grow



- FEATURED BREAKING**
- Live from the Engadget CES Stage: an interview with Texas Instruments (update: video embedded) 1 hour ago
 - Archos 35 home connect hands-on 1 hour ago
 - The Engadget HD Video Podcast is live from CES at 11:00PM ET! 2 hours ago
 - Vuzix augmented reality Smart Glasses prototype hands-on (video) 2 hours ago
 - Texas Instruments demos first OMAP 5, Android 4.0-based reference design, promises it in laptops next year (video) 3 hours ago

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- Aurasma Virtual Browser and virtual world hands-on 3,330 people recommend this.
- Monster and Beats Electronics discontinue partnership, audiophiles rejoice 159 people recommend this.
- Hydromechanical watch concept pumps away the hours for horologists (video) 171 people recommend this.

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The most commented posts on Engadget over the past 24 hours.

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- BlackBerry Porsche Design P9981 hands-on (video) 238
- Texas Instruments demos first OMAP 5, Android 4.0-based reference design, promises it in laptops next year (video) 91
- Aimoo \$79 Novoo? Paladin Ice Cream Sandwich tablet hands-on 206
- Telus launching Samsung Galaxy Nexus January 13th 23

THIS DAY ON ENGADGET

A look back on popular stories from today in a specific year.

- In the year 2011**: BlackBerry Dakota photo, specifications leak 0 comments
- In the year 2010**: Underwater Scuba Mask Camera does photos and videos, lets you breathe 20 comments
- In the year 2009**: NSA-approved smartphones give Obama some ugly choices 11 comments
- In the year 2008**: Joy of Jobs: Sony's TransferJet to be squarely pitted against industry standards of W-USB, Bluetooth 3.0P 50 comments
- In the year 2007**: Sprint's Motorola Q finally goes on sale 29 comments

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- ENVIRONMENTAL**: iThabit, Good, Autoblog Green, ShelterPop - Green Living
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