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## WowWee AppGear Connects Game Apps with Toys

WowWee debuts its AppGear collection of toys and apps that turn your iOS or Android device into a true interactive gaming device.

By Laarni Almendrala Ragaza | January 12, 2012 11:00am EST | 0 Comments

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LAS VEGAS—There are tech toys and there are game apps, and back in the day never the twain should meet. Now WowWee hopes to change that with its launch at CES 2012 of AppGear, a collection of toys and free downloadable apps that are meant to work with your iOS or Android device to change up the gaming grid as we know it.

The AppGear collection is comprised of five titles—EliteCommanderAR, Zombie Burbz, Alien JailBreak, Foam Fighters, Mysterious Ray Gun. The concept behind each is simple: Rather than just playing a game app, you have a figure, interactive itself, or customizable toy that connects with your iOS or Android device to play the game. The concept isn't new (Skylander, anyone?), but Wowwee hopes to make its mark in the nascent AppCessory market, which it says is poised to make a real impact this year.



"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, with the apps to run them to be offered as a free download.

EliteCommanderAR, the most intriguing of the AppGear collection, lets you connect your Apple iPhone or iPod or Android phone to a physical app gun and play against real-world or digital "enemies" simultaneously. Your Apple or Android device acts as your "screen," through which you can view both your real-life surroundings and digital elements. Meanwhile, Foam Fighters utilizes a line of small detailed foam airplanes that actually fly on their own. The Foam Fighters attaches to your devices to allow users to "fly" the planes in simulated situations on the screen.

Zombie Burbz is a collectible line of infectious Zombies that battle it out with human opponents interactively on an iPad or smart device screen. There are four different packs of zombies, each with three collectible Zombie figures and 1 deluxe controllable figure per pack. Each pack comes with its own unique story line, and there are a total of 36 missions. Users will be able to set traps, and fight off the angry human neighbors in this action game.

Alien Jailbreak is an augmented reality game that utilizes a small model building with AR Markers. When a user looks their the camera (in this case, your device screen), they will see an Alien prison rooftop and searchlights scanning the area. The object of the game is to stop the escaping Aliens by shooting them.

Last, and admittedly, the most puzzling to me, is the Mysterious Ray Gun. The game is a found container of 12 strange alien ray gun parts. The user puts the parts together in whatever combination they wish (with each combination having its own unique shooting action and blast) and scans the end result to their smart device using an image recognition app. The gun can then be used to stop invading aliens who are looking for the gun parts.

According to WowWee, the game titles are set to be released in the early part of this year.

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