



October 20, 2008

Prime Technology Ventures and management complete spin out of Serious Toys from Philips

Eindhoven, The Netherlands - Serious Toys today announced the completion of its spin out process from Royal Philips Electronics. Serious Toys has been transferred to the PTV III fund of Prime Technology Ventures and the Serious Toys management, Roelant Hietbrink and Willem Fontijn. Serious Toys exploits a unique technology platform created by Philips Research, which facilitates the creation of accessible and enjoyable physical computing user interfaces. The first products will be truly enjoyable, adaptive learning aids for personalized child development.

Prime Technology Ventures, a leading independent pan-European venture capital firm headquartered in The Netherlands, has provided funding for Serious Toys through its PTV III fund.

The Company

Serious Toys creates toys and games that offer a perfect merge of fun and individual development.

The company is committed to offering the best intrinsically motivating, personalized child development tools for schools and at home, giving the child maximum possibilities for development without pressure and thereby delivering the confidence to parents that their children develop to their full potential.

Serious Toys offers tangible computer games where the screen and keyboard are replaced by traditional play objects like game boards, wooden pieces and puppets with embedded tags.

The games can be used for learning, assessment and therapy, covering cognitive, social and fine motor skills, always next to being fun to play with.

During play the moves of the player can be carefully analyzed and used to determine the skill level of the player. Based on this analysis the difficulty level of the game can be adjusted to create a challenge finely tuned to the abilities of the individual player, even to the point that learning difficulties can be detected early and remedied. This ensures not only optimal fun for each child but also the perfect conditions for learning.

The products of Serious Toys are based on an advanced technical platform for tangible interaction developed at Philips Research. It leverages

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deep understanding of how tangible interaction works and how to make the creation of content intuitive.

The associated development environment includes a new, dedicated specification language. This environment makes it easy and attractive for domain experts like teachers, game developers and therapists to create their own content.

Serious Toys cooperates closely with a wide variety of these domain experts and expects to team up with established parties in the field.

"Tangible computing is going to drive major innovations in several domains, like education, assessment and therapy. But also at home children will favor playing board games again, instead of computer games or watching television", says Roelant Hietbrink managing director and in charge of the commercial and marketing efforts.

About Serious Toys

Serious Toys develops toys and games that offer a truly enjoyable way for children to develop to their full potential regarding cognitive, social and fine motor skills. Its technology enables Serious Toys to provide developmental aids that are both most effective *and* most enjoyable by incorporating learning, therapy and assessment into toys and games that children prefer to play with.

Serious Toys was founded in 2008 as a spin-out company of Royal Philips Electronics and is based at the High Tech Campus, Eindhoven, the Netherlands. For more information visit www.serioustoys.com or mail info@serioustoys.com.

About Prime Technology Ventures

Prime Technology Ventures is a leading venture capital firm focusing on investing in European companies in the information technology and related industries and leverages its capital, experience and contacts to actively guide them into global category leaders. The firm has invested in companies in the Benelux countries, United Kingdom, Finland and Sweden. From its offices in Amsterdam and Cambridge the independent partnership manages over 270 million euro in committed capital. For more information visit www.ptv.com.

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