



Generation Digital: International Toy Fair looks at the kid's room of the future with its fair motto Toys 3.0

Spielwarenmesse
International Toy Fair
Nürnberg
30.01.–04.02.2013

- Toy Fair Special 2013: Toys 3.0 – The next generation
- Publication of an international study for the International Toy Fair 2013

Digital or not digital – this is the current crunch question for the toy industry. The answer is provided by the fair motto of the Spielwarenmesse International Toy Fair Nürnberg 2013, which tackles the increasing digitization of classic toys. The reason for the fair highlight “Toys 3.0 – The next generation” is obvious for Ernst Kick, Chief Executive Officer of Spielwarenmesse eG: “Besides slot car sets and cuddly animals, more and more devices from the multimedia segment are to be found in almost every kid's room. Especially classic toys that can be combined with smartphones or tablet PCs, so-called iToys, are all the rage.”

What traders and toy manufacturers should know about the new trend is revealed by Toys 3.0, the key theme of the International Toy Fair 2013. Exhibitors and manufacturers can present and try out iToys, also called appcessories, and toys with digital and electronic components or virtual play worlds on individual theme islands on a 300-m² action area. Spielwarenmesse eG is also examining the consumer and user behaviour of the digital natives in a study. The results of the analysis will be presented in the Toys 3.0 area at the central (Mitte) entrance during the International Toy Fair from 30.1 to 4.2.2013. The web and digital topic came out top in a survey of exhibitors and visitors at the International Toy Fair 2012. This shows that the industry would like to find out more about the toys that will delight children today and in the future too.

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Spielwarenmesse International Toy Fair Nürnberg

The Spielwarenmesse International Toy Fair Nürnberg, the leading international fair for toys, hobbies and leisure, is organized by the fair and marketing services provider Spielwarenmesse eG. The trade fair creates a comprehensive communication and ordering platform for 2,700 national and international manufacturers. The presentation of new products and the extensive industry overview provide a valuable pool of information for annual market orientation for some 76,000 buyers and toy traders from over 100 nations.

Fair date: Spielwarenmesse International Toy Fair Nürnberg, Wednesday to Monday, 30.1-4.2.2013