



[WWW.IDENTITYGAMES.NL]

Media Contact:

Alli Matteo

Coyne Public Relations
973-588-2232
amatteo@coynepr.com

**GameChanger
Fact Sheet**

- A groundbreaking innovation, the new GameChanger from Identity Games is an electronic game board that works with your iPad. Touch the board, the screen interacts. The GameBoard comes to Life!
- GameChanger is an app-based accessory Made for iPad, which features interactive animation and sound, adding a whole new dimension to the traditional board game and creating a different experience every time you play.
- A complete new gaming experience for the whole family.
- Game play is easy -- simply slide the iPad into the GameChanger cradle, download the App (free with GameChanger purchase), place one of the included game skins on top (The Magic School Bus from Scholastic or AnimalMania) and let the family fun begin!
- The electronic game board and the iPad screen become one, and come alive with a simple touch. The game pieces themselves interact with the iPad so you always know whose turn it is. In addition to tracking play, the iPad ask questions and assigns tasks. Spin the wheel on the iPad and move your pawn across the game board. Since the game board and the iPad are connected all game play is guided and tracked all the way.
- The GameChanger brings the whole family together for a fun, educational social activity.
- The GameChanger comes with the electronic game board, four game skins (Scholastic's The Magic School Bus and AnimalMania), four game pieces and free App download.

- **SRP:** \$59.99
- **Recommended Age:** 6 and up
- **Made For:** iPad 2 and iPad
- **Availability Date:** November 1, 2011
- **Retailers:** Toys"R"Us
Apple Stores
Amazon.com

