

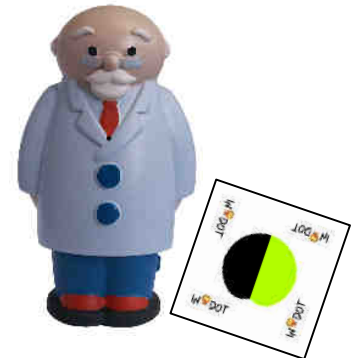


Professor FunDot™: "Guess the Card" Game

The Professor talks, you tell! You're going to love this guy...

About the game

"Professor FunDot™: Guess the Card" game is a highly fun, interactive version of a favorite card guessing game, provided at mass consumer pricing levels.



Exceptional value to consumers

Professor FunDot creates a stimulating and surprising play experience for users of all ages. The game's entertainment value is just as much in the character's persona as in the game-play itself. Beyond its attractive low cost, the game offers key consumer benefits:

- Play at mixed cognitive levels -- ideal for child-parent and siblings play
- Children can grow with the game, challenging themselves to harder levels
- Positive learning, with the character as the ideal teacher: funny, smart, encouraging
- Easy, fun and educational play even for smaller children who cannot yet read

Commercial breakthrough

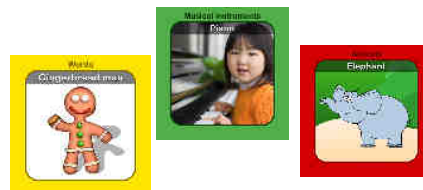
Just about every other interactive game on the market is priced considerably higher. In-Dot technology represents a pricing breakthrough, with high quality interactivity priced for the mass consumer market. Professor FunDot offers even further business value:

- High-quality features: an easy to understand human voice; simple operation
- Powerful user controls: user definition of volume and playing level at any time
- Market penetration of a lower age group
- Easy adaptation to a customer's requirements: character, voice, and content can be easily modified to branded and other assets (ex: based on a movie character)
- Easy development of game variations based on different themes (ex: sports, nature, movies, music, education, and many more.)

Game description

The Professor FunDot game contains one Professor character (batteries included) and 65 cards with special labels (60 game cards, playing level cards, and 1 volume card).

- Age range: 3-100
- Number of players: 1-6
- Playing time: ~20 minutes





How to play:

1. Choose a playing level: Easy, Medium, Hard or Random
2. Mix the cards well and place 12 of them face down in even rows
3. One player sets the character down onto the label of one of the cards
4. The character immediately provides a spoken clue
5. The same player must guess the item. If right, the player keeps the card.
6. The next player goes. The game is over when all 12 cards are won. Players can play more rounds until the full deck of cards is used up.

Technology

Like all In-Dot products, Professor FunDot™ works through electro-optical interaction between an optical reader and pre-coded label. The Professor character is the reader, equipped with optical sensors, a memory chip, and a speaker. As soon as the character has contact with the label, it performs decoding and plays out the relevant audio from internal memory. The game fully complies with international safety standards.

About In-Dot Ltd.

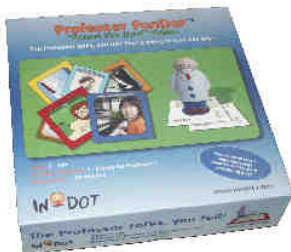
In-Dot Ltd. creates an all-new era in the edutainment sector, making it cost-effective to add quality interactivity to mass-produced books, toys and games. In-Dot™ technology combines the latest in electro-optics, acoustics, and miniaturization to create an enriching and enjoyable interactive user experience for ages 3 to 100. In-Dot offers products and solutions ranging from the basic Professor FunDot game to high-end products featuring recording, voice recognition, and cross-product networking.

The In-Dot breakthrough creates unprecedented business opportunities for publishers, retailers, manufacturers, and brand owners, including in gaining new revenue streams from existing properties. In-Dot welcomes distribution and creative partners.

Make any book or game interactive with In-Dot technology!

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