



Professor FunDot™: "Hear and Pair" memory game

Know the answer? Make a pair!

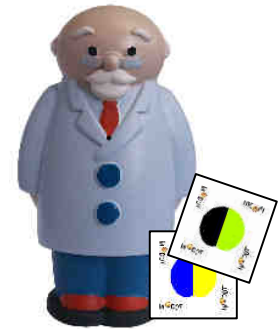
About the game

Professor FunDot™: "Hear and Pair" memory game is the first of its kind: an interactive, sight-and-sound version of a favorite memory game

Game description

Overall:

- Objective: to match up the cards and collect the most pairs
- Contains: a Professor doll, batteries; 60 game cards, 5 control cards
- Age range: 3-100
- Number of players: 1-6
- Playing time: up to 20 minutes



Getting ready:

- Set the playing level to Easy, Medium, Hard, or Random; set the volume level using the Volume card. Then put the control cards aside.
- Mix the game cards well and place them face down in rows. (For younger players, try using a partial deck - just make sure all the cards are pairs.)
- A turn involves trying to find a pair by placing the Professor on two different cards.

Playing the game:

1. The youngest player begins, placing the Professor on the label on the back of a card. The Professor instantly names or gives a clue about the object on the other side:
 - If a name: The player leaves the card face down.
 - If a clue: The player tries to guess the object. It is strategically best to do this silently and leave the card face down but, if you wish, you can turn it over to check.
2. The player then places the Professor on another card, trying for a pair. When sure - or almost sure - of a pair, the player turns the cards over:
 - a. If a pair, the player keeps the cards and takes another turn.
 - b. If not a pair, the player turns the cards back over.
3. The next player goes. Play until all the cards are gone. Whoever has the most pairs wins!

Commercial breakthrough

Professor FunDot is a breakthrough in the educational products market, offering sophisticated interactive functionality at a fraction of typical costs:

- Easy to understand human voice
- Very simple operation and powerful user options: volume and playing level controls





- Instant response time
- Easy adaptation to customer requirements for doll, audio, and content, such as to branded assets. Any In-Dot-based product is easily extended to different themes.

Great consumer benefits

Professor FunDot creates a stimulating and surprising play experience for all users. It gives added educational value by conveying information via audio clues, and great entertainment value in the Professor's persona - his voice, expressions, and personality - as in the actual game-play.

The game offers consumers:

- Attractive low cost compared to other interactive products
- Unparalleled interactive experience, thanks to a new technology
- True cognitive growth over time, as the child tries more challenging levels
- Audio- and visual-stimulated learning of diverse content
- Positive learning -- the Professor is the ideal teacher: funny, smart, encouraging
- Easy, fun and educational toy for even pre-readers

Innovative technology

Professor FunDot™ works via electro-optical interaction between an optical reader and pre-coded label. The doll is the reader, containing optical sensors, a memory chip, and a speaker. Upon contact with the label, the doll instantly decodes and plays out the relevant audio from memory. The game 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 books, toys and games. In-Dot™ technology combines the latest in electro-optics, acoustics, and miniaturization to create an enjoyable interactive user experience for ages 3 to 100. In-Dot offers products and solutions ranging from the Professor FunDot™ series to high-end products featuring recording, voice recognition, and cross-product networking.

The In-Dot breakthrough creates unprecedented opportunities for publishers, retailers, manufacturers, and brand owners, including via new revenue streams from existing assets. In-Dot welcomes distribution and creative partners. Contact us at: info@in-dot.com.

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

Learn more at: www.in-dot.com



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