



Inside TOY FAIR Times

- European Directive On Hazardous Substances Affects U.S. Manufacturers . . . 1
- New Home For Toy Industry . . . 3
- Game Trends: Strategy and Short Play. . . . . 4
- Global Designs on Display . . . 6
- Atlantic Drift . . . . . 12

TOY FAIR Bits & Bytes



Top; High-stakes fun with desktop and hand-held versions of the new NBC game show, Deal or No Deal (toys, Booth 241); Bottom; Keyboard tapping software for babies (Giggles Computer Funtime For Baby, Booth 3150)

Babies Tap Out Giggles

Entrepreneur Tim Leveret, founder of interactive media and software development company, Leveractive, LLC, believes that babies love computer keyboards. This belief led him to create baby-focused software called Giggles Computer Funtime For Baby™. Targeted to babies ages 6-24 months, Giggles Computer Funtime For Baby™ was developed specifically for babies to tap on the keyboard and receive

instant feedback on the screen as a reward. The company's first title, Shapes, rewards baby's keyboard touches with dancing, flying, and spinning shapes, as well as whimsical sound effects. The software includes 14 different activities. Shapes also includes a bonus CD with a limited edition screensaver version of the software. In addition to the 14 activities, each Giggles Computer Funtime For Baby™ title includes more than 50 songs in five musical categories.

The company currently plans to release 10 titles over the next three years, all of which will be PC and Mac compatible.

Visit Giggles Computer Funtime at the Javits Center, Game Zone, Booth 3150.

