



# Mindful Play - SEGA TOYS and NEUROSKY team to create "mind-controlled" tech toys.

NeuroSky Inc., December 10, 2007

URL: <http://www.pr9.net/ent/education/6917december.html>

*NeuroSky, Inc and SEGA TOYS Co., Ltd are announcing a strategic partnership for developing innovative, next generation consumer entertainment products. Their goal is to join forces to take 'play' to the next level by pioneering toys which allow players to use brainwaves and other bio-signals to control them.*

PR9.NET December 10, 2007 - San Jose, CA – NeuroSky, Inc., the leading innovator in cost-effective and "wearable" bio-sensor and signal processing systems, and SEGA TOYS Co., Ltd., a unique toy maker and part of the SEGA SAMMY GROUP of Tokyo, a global entertainment organization, are announcing a strategic partnership for developing innovative, next generation consumer entertainment products. Their goal is to join forces to take 'play' to the next level by pioneering toys which allow players to use brainwaves and other bio-signals to control them.

Since early 2007, NeuroSky has been steadily building a relationship with SEGA TOYS. By leveraging NeuroSky's bio-sensor technologies and development tools, SEGA TOYS has been developing a wide range of exciting, next generation consumer toys.

"SEGA TOYS is taking play to the next level, and we at NeuroSky are proud to be a part of this break-through in next generation entertainment", said NeuroSky CEO Stanley Yang. "With our ThinkGear™ bio-sensor technology and innovative capacity of SEGA TOYS, our collaboration with SEGA TOYS will empower consumers to intimately interact with or control a toy, using their mind."

Over the last several years, SEGA TOYS has been actively pursuing strategic business alliances with partners both inside and outside the toy industry. Kenji Yokozeki, Managing Director of SEGA TOYS Co. Ltd., is quoted as saying: "We are enthusiastic about the potential we see in developing a unique franchised product line featuring NeuroSky's technology. At SEGA TOYS, our priority is to provide customers with value based on new types of play, and NeuroSky provides us with the core technology to meet this challenge."

###

## About SEGA TOYS CO.

SEGA TOYS CO., LTD., part of the SEGA SAMMY Group, is a unique toy maker who focuses on innovative entertainment. Their distinctive and unique products include POO-CHI, the Beena™ and PICO interactive platform, O-CHA KEN (Tea Dog), Brain Trainer products, HOMESTAR, Grand Pianist.

## About NeuroSky Inc.

Founded in 2004 and headquartered in San Jose, CA, NeuroSky has developed cost-effective and "wearable" (dry) bio-sensor and signal processing technology specifically designed for end-use in the consumer market. NeuroSky's products offer opportunities for its exclusive partners and developers to generate next generation applications for a wide array of solutions, including consumer electronics, health, wellness, education and training. Their MindKit™ SDK is currently available under a licensing plan.

**Phone:** 408-398-2633  
**FAX:** 408-850-9704  
**Website:** <http://www.NeuroSky.com>  
**E-Mail:** [olga@neurosky.com](mailto:olga@neurosky.com)  
**Address:** 226 Airport Parkway, #638  
San Jose, CA, 95110