



MEDIA RELEASE

Unleash some serious fun with Smart Lab!

U Games Australia has launched a fantastic new range of Science Kits by **SmartLab®** a division of becker&mayer which was started over 25 years ago.

Tail-Wagging Fun!

More than just a book and a toy, SmartLab® products satisfy and engage a child's endless curiosity. Science becomes fun and an adventure. Each SmartLab® package contains everything kids need to explore and understand the mysteries of science.

Dig it Up!

SmartLab® enthusiastically invites kids to share in the marvels of science with fascinating books and innovative toys.

The range includes –

Dino Bones

Claws and jaws, torso and tail are assembled to bring the T. Rex and the Velociraptor back to life! Once the dino bones are assembled, **arms, legs, head and tail are moveable** for extended interactive play

Bacteria Farm

It's a kids dream! **Collect bacteria and fungi samples** from around the house and **watch them grow into colourful (and disgusting) crops!** Petri dishes, swabs and gelatin outfit young scientists with everything they need for safe experimentation.

Skull Model

This **snap together skull and brain model** will give kids a head start on the science of anatomy. This model is brain-powered with penetrating **glow-in-the-dark eyes, moveable jaw**, and a stand.

Voice Changer

For undercover operations or pure fun, the voice changer is the **ultimate combination of silly and science!** Kids can choose to have a scary, squeaky, robotic or booming voice.

Electronics Lab

The fun continues with this **easily assembled electronics work station**. Kids get a charge out of bringing their knowledge of electricity to the next level! **Create light, sound and action.**

First Electronics

Curious kids will make the electricity connection with this safe, easy and fun learning kit. A **light bulb, motor, push button** and **switch** give kids lots of interesting ways to **experiment with connections and currents.**

Stars and Planets

Young explorers will realise that what they can learn about the galaxy is as limitless as the night sky! Includes **build-it-yourself solar system, battery-powered planetarium** and **glow-in-the-dark star** charts.

Brainy Kids U Games Australia Pty Ltd ABN 48 078 248 049
Address 10 Apollo Street, Warriewood NSW 2102
Ph 02 9997 2044 **Fax** 02 9997 3044 **Email** info@ugames.com.au



Remote Control

Take control! Kids build the remote themselves and gain hands-on experience with the science of light and energy. Kids build and program this universal remote to **discover how light and energy make channel surfing possible**.

Plus in 2006 we will be launching 6 new lines

Double Security Safe

Swipe the key card and enter the private code – it's a double-lock safe. Kids build the tongue-and-groove safe themselves, and keep their money or belongings secure with both a key card and security code.

Skeletal Hand

Snap the hand together and take hold with flexing fingers and opposable thumb. This pull-trigger skeletal hand works like a human hand, but without the skin blocking the view – it's far more entertaining.

Door Alarm

Kids get all the tools and information to keep snoops and sneaks out and stuff safe and secure. Includes everything kids need to construct a secret code door alarm and set the alarm themselves!

Motor Mania

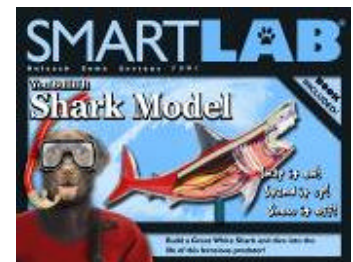
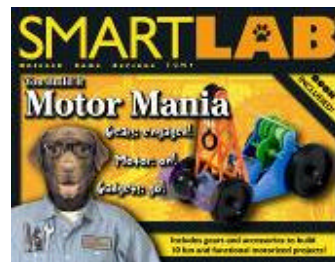
This dynamite kit gets kids' gear going with detailed data and ten awesome experiments. Kids can create a drink stirrer, a fan, a game spinner, a car, a tram, a winch, a conveyor, a crane and more.

Shark Model

Long before dinosaurs there were sharks! Fascinating and frightening, the fact file on these ferocious creatures is long and jaw-dropping. Snap together the shark model from the inside out! Fins, gills, muscles and denticles – not to mention teeth – bring kids eye to eye with one of the worlds most intriguing creatures.

Weather Station

Kids put their head in the clouds with this full spectrum weather station! Includes 13 easy to assemble parts, a cloud chart, stickers, and a weather tracker to record wind, rain and temperature.



It's time to explore with SmartLab®

Available to purchase from Australian Geographic, Myer and all good toy stores

All trade inquires can be directed to U Games Australia

For further media inquires please contact Sally Duff at U Games Australia 02 9997 2044 or sally@ugames.com.au

Images and samples of the product are available to the media upon request

Brainy Kids U Games Australia Pty Ltd ABN 48 078 248 049
Address 10 Apollo Street, Warriewood NSW 2102
Ph 02 9997 2044 **Fax** 02 9997 3044 **Email** info@ugames.com.au