

PRESS RELEASE FOR POSITIVE GAMING'S PARTICIPATION AT THE EUROPEAN YOUTH CONFERENCE (EYE) 2014.

ABOUT POSITIVE GAMING:

Positive Gaming (www.positivegaming.com) focuses on fun, innovative and technologically advanced gaming concepts that motivate and challenge the player in a positive way. Positive Gaming was the main idea maker and pioneer behind developing the first original wireless multiplayer dance game system back in 2004. The company worked closely with professionals, researchers and dance game communities all over the world to create, launch and promote the most advanced multiplayer dance game in the world. The company also helped promote machine dance into an official world sport and dance discipline and has been hosting the European Championships in Machine Dance in 2004, 2005, 2006, 2008, 2009 and 2010 as well as the World Championships in 2006, 2009 and 2010.

POSITIVE GAMING AT THE EYE Event

Positive Gaming will be running interactive fitness sessions on our 32 mat wireless multi-player iDANCE system. The sessions will be operated by expert iDANCE players and teachers, including 2013's European Champion in "Machine dance", and will be one hour long. Groups of 25 students will be introduced to the most popular multi-player machine dance system in the world, with loads of great dancing, moving and social contact for beginners and experts alike, via qualified teachers and performers. There will also be a chance for up to 7 other people to participate in the sessions at the time, as well as competitions and Fun exercises.

iDANCE2 has been shown at a number of key international conferences and trade shows since the release of iDANCE in 2008. Such conferences and trade shows include NAPHERD (USA), LIW (UK), IHRS (USA), CIW (USA), FIBO (Germany) and Gamescom (Germany). Wherever iDANCE2 has been shown, a lot of interest and participation by people of all ages has been generated.

iDANCE was nominated in 2009 for the European Gaming Award by a panel that had not even seen the product physically, and iDANCE won 4 awards at the International TEN (The Exergame Network) awards in 2010, including "Best commercial exergame".

Positive Gaming is excited to be at the EYE event because we see it as an excellent way to get in contact with relevant decision makers within the EU, and we feel this is a good opportunity to show how iDANCE2 and what exergaming can do to inspire young people to move and improve their physical performance on a regular basis, in a fun and socially engaging way. We also hope to get in contact with leading researchers that can continue to do studies on what effects iDANCE may have on users and social groups, to follow up on the 3 studies done in Norway and 1 in the USA.

iDANCE2 offers participants a much higher level of engagement than regular exercise, which significantly reduces the level of perceived exertion in players. As a result, the level of motivation to stick with the exercise program is also much higher than with traditional exercise. As an additional plus, iDANCE is a professional fitness solution designed for participants of all ages, which makes the 'stealth health' factor accessible to everyone, regardless of age and fitness level.

ABOUT iDANCE2

The Positive Gaming iDANCE2 multiplayer system adds a new dimension to dance games and was created in a manner that gives it the potential to have a positive influence on some of society's largest problems, including childhood obesity. The user benefits are not only confined to physical benefits; cognitive and social development are also possible through the use of our system and our software, a remarkable system with a potential that reaches further than regular exercise and games have done until now. iDANCE2 is a revolutionary Exergaming system that was designed specifically for environments such as fitness centers, schools, YMCAs, park districts and leisure centers. It is unique in many facets, it wirelessly accommodates up to 32-players at once on up to 3 separate difficulty levels with real-time performance feedback.

Feature List:

- Over 130 licensed songs from select artists of various music styles
- Multiplayer experience from 4 up to 32 players at the same time
- Five step charts and difficulty levels per song, made by the world's leading step chart artists
- One, two or three simultaneous difficulty levels during play
- An ideal feature for groups with mixed skill levels
- Four panel gameplay style (Up, Down, Left, Right)
- 3D game engine
- Real time scoring
- Early-late timing indicator
- Pause and Play options
- Pre-set programmes
- Direct player feedback in all game modes
- Simple and intuitive remote controlled interface
- Interface optimized for both players and spectators
- Minimal set-up time
- Regular software upgrades with new songs and features
- Durable and light-weight wireless dance pads using RF based high range transceivers
- Optional space effective transport and storage cart for up to 16 dance platforms
- 3 year warranty on key components
- Availability of spare parts
- EU product guarantees top quality production standards
- Technical support ensured
- Smaller software updates complimentary when available

Please check our web site, www.positivegaming.com and our YouTube channel for videos <https://www.youtube.com/user/PositiveGamingMedia/videos> for more information regarding Positive Gaming and iDANCE2.