

## Positive Gaming announces the release of Positive Gaming™ iDANCE2 Software!

Press release: Eslöv, Sweden – 26th of February 2010

The members of Positive Gaming, the original creators of the multiplayer dance game concept and software, iDANCE, are thrilled to announce the release of the much anticipated **Positive Gaming™ iDANCE2 software!**



The release marks the most advanced dance game ever introduced and contains an array of features that make it ideal for creating a fun and engaging environment for players of all ages while also providing cognitive, social and physical development benefits. Many of the features are exclusive to the Positive Gaming™ iDANCE2 Multiplayer System and have never existed in any dance game ever created.

*„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,” said Ole Petter Høie, Managing Director of Positive Gaming AB. “The user benefits are not only confined to physical benefits; cognitive and social developments are also possible through the use of our system and our software, and I am proud to be behind the release of such a remarkable system with a potential that reaches further than what regular exercise and games have done until now.”*

The Positive Gaming™ iDANCE2 Multiplayer System concept 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 including the fact that it provides the user with a combination of physical, social and cognitive benefits and that it wirelessly accommodates up to 32-players at once on up to 3 separate difficulty levels with real-time performance feedback.



**Some of the notable software features include (but are not limited to):**

- **Provides developmental benefits to users** – The Positive Gaming™ iDANCE2 Multiplayer System is not only engaging and fun to play; it also delivers a variety of benefits to its users. Including (but not limited to):
  - **Physical Benefits:** Agility, speed, balance, coordination, reaction time, cardiovascular endurance, order
  - **Cognitive Benefits:** Order, Sequencing, Pattern Recognition, Improved school performance
  - **Social Benefits:** Autonomy, Collaboration, Improved Self Esteem

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- **Wireless data transmission** – Allows for a completely portable system with seamless set up and storage.

- **Real-time, individual performance feedback** – Each player can see their performance in real-time and can view in-depth overviews and charts showing precision, timing overview (early vs. late steps), percentage accuracy and a variety of other information at the conclusion of each song.



- **Upgradable software** – The software was designed such that new updates, new songs and new features can be added without the need to purchase a whole new system. This prevents the Positive Gaming™ iDANCE2 Multiplayer System from ever becoming stale.

- **Accommodates up to 32-players** – The software automatically recognizes any number of pads from 1 to 32, allowing users to choose the system size that best suits their needs. In addition, new pads can be added at any time so the number of pads used on each system can be adjusted over time as required by the user.



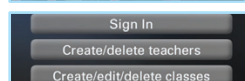
- **Suitable for all ages** – The software contains five step choreographies for each song, rated in a difficulty rating system from 1 to 25 to give new players an easy way to get into the game as well as challenge the players with years of experience in playing dance games.

- **No questionable lyrics and graphics** – In tradition with the mentality of Positive Gaming, the software contains no elements of gambling, violence or adult content.

- **Suitable for all levels of players** – Allows for up to 3 difficulties at once. Beginners can play alongside advanced players without affecting the level of challenge experienced on an individual level.



- **Player tracking capabilities** – iDANCE2 provides the ability to create classes and track multiple player scores over time by allowing the user to export player data.

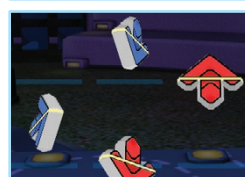


- **Includes many instructor tools and teaching aids** – Allows an instructor to easily conduct an engaging group fitness or class activity that is customizable to their style.

- **Over 130 licensed, energizing songs** – The software contains licensed music from a variety of genres and from musicians around the world, such as, Japan, Australia, Russia, Germany, Finland, United Kingdom, USA and many others. The complete song list and music samples are available on our [website](#).



- **Advanced 3D powered proprietary software engine (not based on StepMania)** – Provides an unmatched playing experience, suitable for the most discerning of audiences.



- **Crisp, high-definition (HD) graphics** – Ensures high resolution on very large displays or projected images.

The hardware portion of the Positive Gaming™ iDANCE2 Multiplayer System was engineered to the highest specifications, comes with a 3-year warranty and has many design features that make it suitable for even the most intense environments within fitness centers, schools, YMCAs, park districts and leisure centers. Hardware features include (but not limited to): complete portability, easy set up and storage, lightweight dance pads, outstanding durability, low profile design and no sharp corners for safe play, plus many more.

## **Experience iDANCE2 for yourself!**

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Positive Gaming has partnered with some industry-leading companies around the world to showcase the exciting new features in Positive Gaming™ iDANCE2. The members of Positive Gaming encourage all interested parties to support our launch plans and our efforts towards creating a positive impact on society by visiting us at one or more of the many exciting launch events we have planned, including:

- **California AHPERD, March 4th – 7th, 2010.** Ontario Convention Center, Ontario, CA, USA
- **IHRSA International Convention, March 10th – 13th, 2010.** San Diego Convention Center, San Diego, CA, USA
- **National AHPERD, March 15th – 20th, 2010.** Indianapolis Convention Center, Indianapolis, IN, USA
- **EARCOS Teacher's Conference, March 25th – 28th, 2010.** International School Manila, Philippines
- **FIBO 2010, April 22nd – 25th, 2010.** Exhibition Centre Essen, Essen, Germany

## **About Positive Gaming:**

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Positive Gaming focuses on fun and innovative gaming concepts such as dance games that motivate and challenge the player in a positive way.

Positive Gaming was founded in 1998 and is an idealistic company that provides healthy gaming alternatives with no elements of gambling, violence or adult content. The company, which is comprised of some of the world's most knowledgeable dance game enthusiasts, is an active partner in on-going machine dance research projects in schools and fitness-studios and regularly sponsors and hosts machine dance tournaments.

Positive Gaming is headquartered in Eslöv, Sweden with connected partners and employees worldwide. Through this network of partners and employees, Positive Gaming is able to tap into some of the most knowledgeable people with backgrounds from game development, fitness, fitness within games, leisure, arcade games and many more. This provides the company with a unique position to deliver products which are ideal for providing cognitive, social and physical development for players while simultaneously delivering a fun and engaging experience.

For more information on Positive Gaming, please visit our company website at [www.positivegaming.com](http://www.positivegaming.com)

For more information on the Positive Gaming™ iDANCE2 Multiplayer System, please visit our product website at [www.idancegame.com](http://www.idancegame.com)

For more information on purchasing a system, please contact us at [sales@postivegaming.com](mailto:sales@postivegaming.com)

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**Thank you for your interest in our company and our products!**

**The Positive Gaming Team**

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