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## **Nürnberg – Press Communication 2**

### **GamesOnTrack**

GamesOnTrack A/S is a new company, which participated in the Nürnberg toy fair for the first time in 2009. The company has introduced a product series around GT-Command, which applies voice control for e.g. control and automatization of model railways. The system has been sold in more than 10 countries.

In 2010 GT Position is launched. This system is the next step in the range of products which should create even more challenges, fun and games for model railways and help making it faster and easier to get started – also for young people.

### **GamesOnTrack vision**

We make it easy, funny and challenging to play with model railways. We apply the classic, digital model trains together with the newest communication and internet interfaces and offer games, tasks and a new common playing with model railways as well.

Building a layout and getting started should be fast to do, and it should be easy to use PC and Internet together with the trains. We work goal-oriented to reduce complexity, number of wires, and to increase the intensity. It can be both challenging and developing to play with model railways. Construct layouts, build your own automations, drive trains in and out between each other, solve tasks, comply with speed and give way rules and see how much traffic you can keep going at the same time. We can learn something from both World of Warcraft and Transport Tycoon.

After having introduced voice control and automation programs last year, GamesOnTrack extends with automatic positioning of each individual train this year. The communication with the trains happens via radio (but we are still applying direct current, DCC and Motorola on the track) and positioning via ultrasound. In this way the model railway enthusiast will no longer have to cut tracks, isolate track sections, make S88 responses or insert magnet contacts (which often does not work at all), but can have as many contact points and block sections as he wants to insert. And he can change them again without connecting a wire. In this way those, who want to drive with full intensity, solve tasks and play together, can rapidly change layout, extend and activate even more. We are closer to Lego blocks again and obviously this happens because a lot of electronics is now replaced by software.

So the vision to have children and young people back at the model railway is coming closer:

4 boys – 2 in each city – are going to play one day after school.

The first hour they are spending on the Internet building a layout (connecting rails, switches and power) in order to comply with the requirements of Task 2-7. Within one hour they have constructed a solid layout, put power on and connected GamesOnTrack. They are live now. In this way Gamesontrack has already collected all data from the layout, switches, trains, etc and is already communicating with other Gamesontrack systems. They download the game, exactly as the two other boys in the other town. The first game is collaboration, where they move cargo and passengers across the layouts. The second game is a competition to have most points. After a quick race a winner has been found and 2 hours later they are training football.

With GT-Command, GT-Position and GT-Games we are much closer. At the same time this system has provided the enthusiast with new and less expensive options.

GamesOnTarck expect to launch more in a year.

Come and see a part of the vision live at our stand in H4A A-227.