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“PLAYLIMIT” PROVIDES PARENTS A SMART WAY TO LIMIT KIDS’ VIDEO GAMES AND TV TIME

Electronic device allows kids to insert tokens for game time and then blocks the video signal when time is up.

HOLLAND, MICHIGAN (December 15, 2005) -- Children today have extraordinary access to television and video games. In fact, a March 2005 report from Kaiser Family Foundation reveals, “Two-thirds of all 8-18 year olds have a TV in their room (68%), and half (49%) have a video game player there.”* Even when TVs and game players are in the den or living room, there is a great potential for overuse.

But what is the solution for parents who want to limit access but also want to teach their children how to manage time responsibly? Simple: It’s called “PlayLimit.”

PlayLimit is a timer device that connects between a TV and a video game player or TV input (such as a DVD player). Kids insert tokens to get access time to the TV. The PlayLimit counts down, but before time runs out, it warns kids so they can save their game. When time is up, the “Out of Time” message blocks the TV screen.

“PlayLimit allows parents a simple and convenient way of setting limits for the amount of time their kids spend in front of a TV,” says Mike Ellis, president and founder of SpinDance Inc., the technology development company that created PlayLimit.

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* Source: <http://www.kff.org/entmedia/entmedia030905nr.cfm>

Too much TV is bad for children. Even educational video games and programs, if not restricted, can reduce children's ability to think and learn for themselves. By giving kids tokens for a specific time period, parents set a definite limit on how much TV their kids can watch. What's more, the tokens empower kids to manage their own time, so parents no longer have to be the "time's up!" enforcers.

"Once children understand their TV limits," Mr. Ellis adds, "parents can encourage other activities such as reading, drawing, and sports to fill the void. And that's the ultimate purpose of PlayLimit -- to be a positive experience for both parents and children."

PlayLimit comes with everything you need to setup and get started in less than five minutes. PlayLimit includes the following features:

- **Simple token-activated operation.** The PlayLimit system includes 40 tokens -- each token allows 15 minutes of game playing or TV viewing.
- **Ability to control video games and TV viewing.** The PlayLimit system includes the necessary cables to connect a video game player as well as a VCR/DVD player or cable television source.
- **On-screen display and audible warnings for time expiration.** The large time display on the PlayLimit console warns you when play time is running out so you can save your game or add more tokens. A countdown timer also appears on the TV screen, and the TV beeps at intervals.
- **Pause button allows breaks without losing time.** You can press the Pause button at any time so you can leave your game without time ticking away.
- **Secure case with key access for parents.** Parents have the key to the token box where they can retrieve tokens. The token box also is where the back panel of the PlayLimit console is secured, preventing cables from being removed.
- **Additional secured modes for parents.** The token box contains switches a parent can set to allow unlimited play or prevent all play.

Currently, PlayLimit is sold exclusively at <http://www.playlimit.com>. Other retail outlets are to follow. Dealer inquiries are welcome.

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About SpinDance. SpinDance is a technology development company located in Holland, Michigan. SpinDance provides solution-oriented software development services: including software development consulting, embedded software product development and complete outsourced solutions. As a technology company, SpinDance is also involved in developing products that provide unique solutions to consumers and businesses.

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