

what is **Biba?**

We all know that active outdoor play is essential to the development of healthy children. But getting enough of it is a problem with which most modern parents are familiar, especially when trying to balance this goal against their kids' desire for more screen time.

Biba is a mobile game system that blends the digital play that kids love with the active outdoor play and joyful imaginative fun that parents remember from their own childhood.

For parents who are concerned that their kids are spending too much time sitting still in front of a screen, Biba is a game-changer. Biba gets kids back to the active, real world play that leads to healthier lifestyles through longer, repeated and more intense play sessions!

it's a
win-win!



Biba? features

- Available for free via iTunes for the iPhone 5, 5c, 6 and 6+!
- Also available for free via Google Play for a range of Android phones!
- New games released every month!
- Biba is fully compliant with all laws regarding data privacy and protection, including the highest standards protecting on-line data privacy for children.
- No electricity required for the playground equipment.
- No internet connection required other than when downloading the Biba app for the first time.



www.playbiba.com



FAQS

Why should I bring **Biba** into my community?

You will be supporting a national effort to get kids active through outdoor play

...instead of sedentary forms of play like TV and video games which contribute to obesity and other issues facing kids and families today.

You will get information about how your playgrounds are being used by the community at large

A report customized to your community will show the peak usage times and which pieces of equipment are most and least used. That insight can help you to optimize the layout and equipment choices in your playgrounds, so they will provide what the community needs and enjoys most.

When will I be able to buy a Biba activated playground?

Biba will be launched on January 1, 2016. Biba will be factory installed on new playgrounds starting on January 1, 2016.

What if I won't be replacing my existing playground for several years?

No problem! It's easy to upgrade any playground with our Biba activation kits, which are available only through Miracle and Little Tikes Commercial sales representatives. And once it's installed your community can immediately take advantage of all available Biba games, for free!

Is there any risk of the child breaking the parent's smartphone while using Biba on the playground?

Mobile devices are in no danger thanks to Biba's "refereed play" philosophy: the device never leaves the hands of the parent, grandparent or caregiver. Children are free to play safely on the playground before returning to their "referee" to see results, unlock prizes or kick off the next game.

How difficult is the maintenance of a Biba-activated playground?

Biba's signage and equipment markers are made from durable industry-standard materials. The tags are easily attached to existing equipment and require no electricity, lighting or internet connection.

How will users maintain their Biba app?

Just like every other smartphone app, the Biba development team will be constantly surveying customer feedback and releasing new updates and improvements via the iTunes store and Google Play.

Should users be concerned about data privacy?

We understand that data privacy has become increasingly important to parents. Therefore, the creators of Biba have made it the most important product feature. Any data collected by Biba over the course of gameplay is strictly protected. The data is aggregated, anonymous and encrypted... this means that no information can be traced back to a particular phone, family, or child.



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