

## Irish parents launch their own HoloToyz AR toys range

[HoloToyz](#), founded by husband and wife team, Kate Scott and Declan Fahy from Co Meath and Paul Cosgrave from Co Limerick, is a new range of children's products that come to life through augmented reality (AR).

After seeing how much their children loved engaging with filters on social media, the team behind HoloToyz set out to create a range of products that marries augmented reality with physical objects so that kids can explore this fun technology in a child-friendly environment.

The HoloToyz range works with a free, 100pc child-friendly app, requiring no registration, available to download from the iOS App Store and Google Play Store.

The app also allows users to place the characters in their surroundings, move around the 3D creatures and take shareable photos and videos.

### **A magical new world**

The range includes temporary tattoos, stickers, children's books and wall decals that all spring to life in stunning 3D animation when scanned with the free HoloToyz app.

The interactive books (€7.99) each include voiceovers and sound effects to help children learn about sea creatures, pets and dinosaurs.

Their temporary tattoos and stickers (€5.99) come in packs of ten with six themes including Pet Party, Jurassic Dinos, Metal Mania, Super Sea Creatures, Monster Mash and Holo Heroes. The wall decals (€24.99), which can be reapplied multiple times without damaging paint, include a Magical Unicorn, a Majestic Mermaid and a Mighty T-Rex.

"Augmented reality has evolved rapidly over the years," Kate Scott, marketing and business development manager at HoloToyz.

"We now find ourselves immersed in an almost magical, digital world. Augmented Reality for kids plays an increasingly important role in that world.

"The adoption of STEAM (science, technology, engineering, arts and maths) has quickly filtered down to our littlest learners. HoloToyz allows kids the opportunity to learn, explore and grow with this magical technology in a fun and safe environment."

HoloToyz has teamed up with distributors Banaghan and Co. and will be available in FAO Schwartz, Arnotts and Ken Black stores in December. To see the full range of products and buy online, visit [www.holotoyz.com](http://www.holotoyz.com).

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