

# THEN <sup>a</sup> <sub>d</sub> NOW!

## Simon, A Pioneer Electronic Game Celebrates 25 Years

(NAPSA)—When digging for groundbreaking technology in electronic games, there's one that only a few decades ago was considered a modern marvel.

**THEN:** One of the pioneers of electronic gaming was SIMON, introduced in 1978. Twenty-five years ago, this game was one of the first to go “beyond the board” by pitting player against machine, challenging kids and adults alike to respond to its blinking lights and distinct sounds. Using breakthrough technology, SIMON literally “came to life” for players in a way few had experienced before. The game play pattern of action-reaction was also one of the first of its kind, and has gone on to be replicated in numerous games throughout the years.

“Simon is tremendously significant in the context of the modern toy industry,” says toy and children’s lifestyle expert Chris Byrne, also known as The Toy Guy™. “Simon opened the door for electronic games, by marrying classic play with then-revolutionary computer capabilities. It inspired a whole new category within the game industry and has remained virtually unchanged since its launch.”

Though there were a handful of other games launched along with SIMON in the late '70s, none have displayed its staying power as SIMON has sold continuously since 1978.

**NOW:** The basic SIMON game play pattern established so long ago remains intact today, albeit with a few significant updates to



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challenge even the most discriminating game players. In 2001, SIMON<sup>2</sup> was born. This two-sided game provides multiple game play options, and, for the first time, the ability for two players to go head-to-head against the machine.

Twenty-five years is an eternity in the ever-changing world of electronic games but sometimes even the most advanced technologies can't replace the thrill of classic action-reaction game play. A true pioneer in electronic gaming proves that something as simple as lights and sounds is all the challenge kids of all ages need.