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MakeAffinity Product Line Combines Physical Toy Play with Internet Sharing, Social Networks and Mobile Devices To Create Future Toys**Kleekbots and FaceCars: Robots and RC Cars that you share and play with friends over Facebook, control with iPhone and Android; Stream, record and post live videos.**

Singapore, Singapore; July 30, 2011 - MakeAffinity is announcing the launch of Kleekbots and sneak preview of FaceCars at the Singapore Toy, Game and Comic Convention (STGCC). Kleekbots is a website that lets owners of the Lego Mindstorms NXT robotics kit view and control their robot with their iPhone, iPod Touch, Android, iPad and other devices instantly.

With Kleekbots, Mindstorms owners can share control of the robot with their friends by sending it through email. The service requires a PC with Internet connection. The setup process involves 3 simple steps: Sign up to the service at the Kleekbots website; download and run the Kleekbots application on the PC; and connect the robot and a webcam (optional) to the PC. Mobile devices control and view the robot through a web app via the devices' web browser.

"Our vision is a world where toys come with live web remote control, smart phone and smart device control, live video streaming, recording and posting. These toys will be truly social and playable with friends on the web straight out of the box," said Thomas Tan, co-founder of MakeAffinity. "We want to advance the notion of 'playing together' into the 21st century."

"Toys have come a long way but they are being left behind in the Internet age. We have created what we call a 'cloud for toys', a web service that combines physical toys with the biggest themes in recent years - social networks such as Facebook; video sharing such as YouTube; and mobile devices such as the iPhone, Android, iPod Touch and iPad."

The company will be launching Kleekbots at STGCC, an annual toy, game and comic convention that is held in Singapore in collaboration with New York Comic Con.

"STGCC is an event that showcases the latest and coolest toys. Our products are novel and fun. We plan to introduce our toy innovations at STGCC which is a great launch platform for us."

The company will also be giving a sneak preview of their next product at the event. FaceCars is slated as a new kind of radio controlled car. It comes with a remote controller that has a USB connection for connecting to a PC. This allows the RC car to be controlled from an iPhone, Android, iPod Touch, iPad, and other smart devices as well as from a PC and even over Facebook.

“FaceCars takes us another step closer to our vision of toys that are deeply connected to the internet. Your RC car will be connected to Facebook, and it will provide updates to your Facebook wall. You will be able to share your RC car with your friends over Facebook. Toys are going deeper into the Web like never before.”

Kleekbots is a service with free and paid plans starting from 99 cents. Exact FaceCars pricing has not been announced, but it is hinted to be between \$50 to \$100.

Extending beyond play, the company is exploring ways to apply Kleekbots to robotics education in schools.

The company will also be launching a business to business service to help toy makers create social toy sites for their toys. The ToyCloud service helps toy makers to increase the value of their toys by integrating them with Facebook, YouTube and mobile devices such as the iPhone, Android, iPod Touch and iPad in as little as 30 days.

About MakeAffinity

Founded in July 2008, MakeAffinity is a start up toy company that brings together people, robots, toys and the social Web to create a new kind of play. MakeAffinity creates future toys today. MakeAffinity is a Singapore company.

For more information:

Kleekbots: <http://kleekbots.com>

FaceCars: <http://facecars.me>

Press release: <http://www.kleekbots.com/public/media.aspx>

High resolution product images: <http://www.kleekbots.com/public/media.aspx>

For MakeAffinity media enquiries, please contact press@makeaffinity.com

FACECARS

Control over iPhone, Android, Facebook



MAKEAFFINITY

High Resolution Product Image at <http://www.kleekbots.com/public/media.aspx>

KLEEBOTS

Control and Share Live Video Instantly



Mindstorms

iPhone . Android . iPod

MAKEAFFINITY

High Resolution Product Image at <http://www.kleebots.com/public/media.aspx>