

# Press Kit Master

## Short description (one-liner)

**noinoi is an interactive audio game console for children.**

It transforms stories into an active, exciting gaming experience without a screen.

## Short description (Press abstract)

noinoi is an interactive audio game console for children aged three and up that not only plays stories, but turns them into a real experience. Children actively intervene in the course of the plot, solve tasks, make decisions and experience a new adventure every time they start. This is possible through the noinoi Story Factory, where worlds, that are created by humans, are constantly being reimagined with the help of AI. The result is a screen-free, safe and almost endless gaming experience with high replay value.

## What is noinoi?

noinoi is an innovative and interactive audio game console for children. It combines the emotional power of audio stories with the logic of games to create a new form of interactive storytelling. Children don't just listen, they become part of the adventure themselves. They use action buttons, move a character around a world map, use an interactive cube in a specific way and thus influence how the story develops.

Unlike traditional audio plays or audio playback systems, noinoi does not work with fixed, repetitive content. Instead, a completely new adventure is created each time it is started. The result is a gaming experience that cannot be 'played through' but surprises again and again.

## The vision: from listening to experiencing

The idea behind noinoi is as simple as it is consistent: children should not just consume stories, they should actively experience them. Many digital offerings today rely primarily on screens and passive use. noinoi deliberately takes a different approach. The console

completely dispenses with a display and instead focuses on listening, imagining, thinking and deciding.

noinoi sees itself as an alternative to pure entertainment. Each round of the game encourages children to slip into the world of their heroes. noinoi encourages them to stay alert, recognise connections and make decisions. This turns an audio play into a real game and passive consumption into an active experience.

## The noinoi Story Factory

The heart of noinoi is the noinoi Story Factory. It is the creative laboratory where all worlds, characters, puzzles and story building blocks are created. These building blocks are developed by our authors in accordance with current educational standards. They define the characters, the themes and the dramatic framework.

Artificial intelligence plays a special but clearly limited role in this process. The content is human-made but scaled by AI. The AI constantly recombines the given building blocks, creating a new story every time the game is started. It does not invent free content and does not act autonomously, but moves strictly within the human-created, tested characters and worlds.

This creates a system that enables creative diversity without relinquishing control, quality or security.

## Endless adventures instead of fixed content

A key difference from traditional audio products: noinoi does not work with fixed 60- or 90-minute stories that you listen to once and then know by heart. Instead, each game round is a new story in a game world that becomes more and more familiar to children, with recurring heroes. The plot, events, challenges and twists change each time.

The result is a virtually endless gaming experience with exceptionally high replay value, without the need to constantly purchase new content.

## How children play with noinoi

A game with noinoi is not just about listening. Children are actively guided through the story, given tasks and decision-making options, and repeatedly intervene in the course of events. By moving the character around the world map and making targeted use of the interactive cube, they change the heroes journey. Every decision has consequences, and every session feels different.

## AI & child safety

noinoi takes a deliberately controlled, secure and transparent approach to artificial intelligence. Children have no direct contact with AI. The console has no microphone, does not listen and does not engage in dialogue. No new, unpredictable content is generated during play. The role of AI is exclusively in the noinoi Story Factory, i.e. in the development and preparation of content in the background, before it reaches the children's devices. Parents can use the free noinoi parent app to set up the device for the first time and also have the option of reading the stories played by their child. For children, the technology remains completely in the background.

## Stories arise before children play

All stories that children experience with noinoi are pre-produced, reviewed and approved in a controlled environment before they are released on the console. The device itself does not generate new content during use, but plays prepared, interactive narrative paths that the child selects through their decisions.

This approach differs fundamentally from open, freely formulated AI generation. noinoi relies on AI with clear guidelines: the advantages of diversity and variation through AI are combined with the safety standards that parents expect from classic children's content.

## Multi-level safety and quality concept

Every story goes through several mandatory review and protection stages at noinoi: All characters, worlds and narrative elements come from a carefully curated library developed by professional authors specifically for children. Strict content guidelines ensure that there is no violence, no frightening themes, no injuries, no inappropriate language and no disturbing content. All stories remain deliberately positive, understandable and child-

friendly. In addition, all content is checked in automated review processes for linguistic complexity, age appropriateness, logical comprehensibility and compliance with all safety rules. Only content that fully meets these quality criteria is approved for play.

## Design & Hardware: A genuine console without a screen

noinoi is deliberately designed as a real game console for children, but without a screen. Instead of a display, the focus is on an illustrated, illuminated world map on which the hero character is moved. Large, clearly designed action buttons and the haptic cube ensure intuitive, child-friendly operation. The console is robust, durable and designed for daily use in the children's room. The focus is not on visual overload, but on listening, imagining and active participation.

A powerful battery inside the console provides several hours of playtime. Due to the high demands on sound quality and the design of the console, a specially adapted loudspeaker was developed for sound output. The world map and controls use a system of multi-coloured LEDs that automatically adjust to the lighting conditions in the room, providing subtle visual support during play. In addition, noinoi has a classic 3.5 mm headphone jack for undisturbed play.

## The product system

noinoi is structured as a system:

**Starter Set** (129.99€): console, game character, world map and cube – your introduction to the system.

**Play Set** (39.99€): Bundles with a new game characters, new world map and new cube – as an expansion to an existing game world or an introduction to a completely new game world.

**Adventure cube** (16.99€): Individual cube as an expansion for your favourite character – provides additional and new variants and impulses within the character's story world.

This creates a long-term expandable ecosystem with repeat purchases.

## The game worlds and their heroes

Four different play worlds, known as 'universes', are planned for the market launch: an adventurous pirate universe called '**Pirate Planet**', a fantastical fairy-tale world centred on '**Nina Yaga**', and a universe based on '**Die Detektiere**' featuring child-friendly crime cases and animal detectives – all three universes are recommended for children aged 5 and up. The range is complemented by a charming dinosaur adventure world, '**Hey Dino!**', full of imagination and friendship for children aged 3 and up. Each universe has its own characters and worlds, giving it a distinct identity.

### About Pirate Planet:

The first character in the Pirate Planet universe is **Little Jack**. Little Jack is the son of the notorious pirate captain Big Jack. His father dreams that Jack will one day follow in his footsteps and become a feared pirate. But Jack has other plans: he doesn't want to rob anyone, he'd rather help them. With his little pirate ship and his best friend Slick the octopus, he sails around Pirate Planet, always on the lookout for adventures, treasures and opportunities to do good deeds.

### About Nina Yaga:

The witch **Nina Yaga**, who gave the universe its name, is the daughter of the witch Baba Yaga. She lives with her mother in the mysterious witch house on chicken legs, but Nina is very different from her gloomy mother. Instead of black robes, she prefers to wear pink dresses and colourful hats. Instead of a broomstick, she happily rides her talking hobby horse Horsi, who has the head of a unicorn with a rainbow-coloured mane. Curious, courageous and full of adventure, Nina roams the fairy-tale world, always ready to help others.

### About Die Detektiere:

In the universe of Detektiere, various animal detectives solve animal crime cases. The smallest detective is **Bingo**, a young mouse with huge ears. Thanks to his extraordinary hearing, he can hear even the quietest sounds, and his sharp mind helps him to cleverly piece together clues. Whenever he makes an important discovery, he excitedly shouts 'Bingo!', which is how he got his nickname.

## About Hey Dino:

The first character in the “Hey Dino!” universe is **Spino**, a cautious little Spinosaurus who sometimes feels very small inside. Together with his dinosaur friends, he goes on adventures in familiar everyday situations, playfully discovers the world and, in the process, learns important values such as courage, patience and teamwork. With a little encouragement, Spino rises to the challenge and realises that there is much more to him than he himself believes.

## The company behind noinoi

noinoi is an internal start-up of the Daun-based consumer electronics manufacturer TechniSat. Three fathers from the fields of IT, product development and marketing are the brains behind this product innovation. They combined their professional expertise and everyday family life to create a product that is more than just another playback device. With noinoi, TechniSat shows how a medium-sized technology company can break new ground: with courage, a willingness to invest and a clear determination to turn a product vision into reality.

## Development & Validation

noinoi was not designed on the drawing board for the market, but developed over many iterations with dozens of children, parents and educators. It was tested and improved in a beta phase. The market launch in Q4 2026 will therefore be with a fully mature, validated product.

## Market & Category

noinoi establishes the category of **interactive audio game consoles for children**. In stores, it is positioned alongside well-known audio products for children, but goes one crucial step further: away from playing fixed, limited content, towards a genuine, interactive gaming system, but without a screen.

## Launch & Availability

- First presentation to retailers: Nuremberg Spielwarenmesse 2026
- Pre-orders: Available from May 2026 via noinoi.kids
- Points of sale: Selected retailers and directly via noinoi.kids
- Market launch: Q4 2026

## Key Facts (for info boxes & quick overviews)

- Product: Interactive audio game console for children aged 3 and up
- Screen-free without open AI
- Endless, variable stories instead of fixed content
- Core feature: noinoi Story Factory (human-made, AI-scaled)
- Product category: Interactive audio game console
- Company: noinoi c/o TechniSat Digital GmbH
- Market launch: Q4 2026

## Boilerplate (short text about noinoi)

noinoi is an interactive audio game console for children aged three and up and an internal start-up of the TechniSat company. The system combines audio plays with a screen-free game console and AI-supported storytelling, enabling an active, endless gaming experience.

## Quote modules (optional for press)

*„We didn't want to build another playback device, but rather a system in which children can truly experience and help shape stories.“*

*„The noinoi Story Factory combines human creativity with the scalability of AI without relinquishing control.“*

*„noinoi is our alternative to passive media consumption in the nursery.“*