

PIP - A Revolution in Stress Management

The power to relax is at your fingertips

DEMOfall 07, SAN DIEGO California, September 24, 2007 – Vyro Games today showcased PIP - Personal Input Pod™ - a revolutionary biosensor that helps manage stress.

The PIP communicates wirelessly with software applications that run on Bluetooth™ enabled devices such as mobile phones, PCs, Macs, and game consoles. The PIP is part of a unique stress management solution. It is highly portable, and empowers individuals to help them take control of their stress in a fun and engaging way.

“A walk in the park during a stressful work day is a luxury that few people can afford”, says Paul Kewene-Hite, CEO of Vyro Games. “The PIP and applications will be affordable and will work wherever you need it at a moment’s notice. Managing stress is now literally in your hands, at your fingertips.”

“Stress is a major health issue worldwide. Vyro Games and the PIP provide a high-performance personal relaxation solution in a tiny package”, says Chris Shipley, executive producer of the DEMOfall conference, where the PIP debuted. “You’ve got stress, you need a PIP.”

A technology platform

Vyro Games’ technology platform is designed to help users hone their skills in the virtual world, so that they can apply those relaxation skills in every day life. Learning to control, moderate or even eliminate one’s stress is a life improving skill. Vyro’s games offer a fun and constructive way for people to learn how to manage stress by relaxing.

The PIP technology platform delivers real-time feedback via Bluetooth™ communication with a host device. A software application toolkit from Vyro Games will allow developers to create applications for healthcare, sports training and gaming.

Games with a twist

Games on a mobile phone and PC are the first applications to work with PIP technology. They are fun, engaging and appeal to everyone - from CEOs to moms, and other casual and non-traditional gamers. Where brain games keep the mind active, Vyro’s games teach it to relax.

Relax & Race is a revolutionary gaming experience for mobile phones and desktop PCs, where victory is achieved only by out-relaxing an opponent. Relax enough, and the player might even fly.

Stormchaser is a unique mood-based game. The weather is mapped to stress levels, encouraging the player to find their inner calm, tame the storm and bring out the sun.

Lie Detective is a game that responds to the stress caused by deception. Less than truthful answers to probing questions send the needle of this classic polygraph display racing.

Vyro Games' PIP and games will be available in first half 2008 and will be priced similarly to other cell phone accessories.

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About DEMO

Produced by Network World Events and Executive Forums, the semi-annual DEMO conferences focus on emerging technologies and new products, which are hand-selected from across the spectrum of the technology marketplace. The DEMO conferences have earned their reputation for consistently identifying tomorrow's cutting-edge technologies, and have served as launch pad events for companies such as Palm, E*Trade, Handspring, and U.S. Robotics, helping them to secure venture funding, establish critical business relationships, and influence early adopters. Each DEMO conference features approximately 70 new companies, products and technologies. For more information, visit www.demo.com.

About Vyro Games

Vyro Games is a privately held company that is headquartered in Dublin, Ireland and was incorporated in July 2004. Vyro's mission is to create high-tech solutions that empower users everywhere to take control of their health and well-being anytime. Combining cutting edge hardware with premium entertainment software, Vyro Games puts the fun into feeling better.

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