



WILL CHANGE YOUR IDEA OF TRIVIA GAMES

iKNOW[®]

A NEW ERA OF TRIVIA GAMING



THE FAMILY OF BOARD GAMES WITH MORE INTERACTION

*IT'S ALL ABOUT WHAT YOU KNOW,
WHAT YOU THINK THE OTHER PLAYERS KNOW,
AND HOW WELL YOU KNOW YOUR FRIENDS.*



iKNOW brings back something that's been lost from the world of trivia games: style and fun.

iKNOW is today. It is versatile, its rules are simple and the game is aesthetically pleasing and it makes a great present.



RECOMMENDED BY 81%
OF TEST PLAYERS
IN SWEDEN



iKNOW is a Finnish board game for a new generation, and it aims to bring together knowledge and tactics. In this engaging game the objective is to collect points by answering questions with three clues. You can also collect points by strategizing and betting on how much the other players know. Behind the most intriguing game board of the new era is the Finnish board game company TACTIC GAMES.

Which legendary performer?	Which country?
<ul style="list-style-type: none"> ● Kate Bush's album <i>The Dreaming</i> includes a song about him. ● He was born Erik Weisz in 1874 but he changed his name in homage to the magician Harry Kellar. ● This Hungarian-born stunt performer was famous for his escape acts. 	<ul style="list-style-type: none"> ● It is the sixth-largest country in the world by total area. ● It has the greatest number of reptile species. ● Its European settlements were born in the 18th century through penal transportation.
* Harry Houdini	* Australia

iKNOW is a brand new trivia game innovation, entirely developed by TACTIC. It combines knowledge, skill, luck and strategy in game mechanics that turns the idea of a traditional trivia game on its head.

The three clues and three levels on each question make it possible for you to do well at this game by using tactics rather than having every single fact at your fingertips. On the other hand, by applying a strategy that combines knowledge of different phenomena with a bit of tactics, you can storm to the lead.

Every question is structured to provide several insights into each phenomenon, and as such it offers more information than your average trivia game. The three different clues on every question also make it possible for the game to be played using fewer questions than most other trivia games – iKNOW has a longer lifespan, and more content.



PLAY VALUE gives the player the image of a valuable product and one that is particularly valuable when being used in play.

A game/play product may have SUPERIOR PLAY VALUE because of different qualities; it may have great (awarded) mechanics, amazing editorial content, be exceptionally entertaining, visually and thematically strong and intriguing or uniquely combine the aforementioned dimensions.

AWARDED

TRIVIA GAME

GAME OF THE YEAR

Finalist in Norway and winner in Denmark -13 and Sweden -14!



- * Clever game idea
- * Addictive game play
- * Great variation in content
- * Entertaining and challenging
- * Truly social game experience



15+

2-6

45+

4

cm

22 x 22 x 8

inch

8,6 x 8,6 x 3,1

kg

1

lb

2,2

INDEPENDENTLY

...OR ADD-ON

iKNOW minis are just like the original iKNOW, only smaller!
They are handy to take with you on travels or wherever you go.
You can play them independently or as an add-on to the original game.
iKNOW minis come in four intriguing categories:
IN EUROPE, AMAZING EARTH, INNOVATIONS AND LIFESTYLE.





iKNOW TOPICS OF OUR TIME

takes the familiar game mechanics from the original iKNOW game but introduces new and current question topics that are sure to keep game play interesting.



iKNOW ON THE PLATE & ON THE SCREEN introduce two brand new Mini categories! Immerse yourself in all things on the screen or learn more about cuisine and customs!



OVER THE WORLD

IN TWO YEARS



iKNOW's
World Premiere
in Finland



2014
iKNOW mini



2015
iKNOW
New Topics
of Our Time



iKNOW was launched in Finland in October 2012 and it is taking over the rest of the world with the 18 different country editions and 8 other different iKNOW versions.

The international nature of the game is evident in the questions but each country edition also contains questions specific to each particular country.

ROLLUPS, TVC, WEB

MARKETING TOOLS

The marketing and launching of iKNOW in your country will be executed in collaboration with Tactic, based on our experiences from the successful launch event in Finland. iKNOW was launched in October 2012 in Finland.

www.tactic.net/iknowmarketing

(note: user login details required for full access)



DIGITAL

APPLICATIONS

The iKNOW APPLICATION is a great way to promote the iKNOW experience in the mobile world. It is available for all major platforms. The app is available as an international version, but can also be easily & cost-efficiently localized to suit any target group.





MEET US AT MAJOR EVENTS IN 2015

* Toys & Games Fair, Hong Kong.....	12.-15. 1.
* Toy Fair, London.....	20.-22. 1.
* Toy Fair, Nürnberg.....	28. 1.-2. 2.
* Toy Fair, New York.....	14.-17. 2.
* Distoy, London.....	2.-5. 6.
* Astra, Charlotte.....	7.-10. 6.
* Fall Toy Preview, Dallas.....	6.-8. 10.
* Mega Show, Hong Kong.....	17.-20. 10

www.iknowgame.net

TACTIC GAMES is an international, growing and successful group of companies. Our success story started in Finland in 1967

– our growth has been continuous and profitable ever since.

Today, Tactic Games is one of the strongest, most productive and fastest-developing marketers of board game products in Europe.



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