



## **Biba wins gold at Australia's 2018 National Growth Areas Alliance (NGAA) Awards.**

*The biennial NGAA Awards celebrate and showcase excellence and best practice from projects and initiatives supporting the development of growth areas across Australia.*

**Vancouver B.C.** – Biba, along with The City of Wanneroo, Satterley Property Group, Landcorp, and The Playground Centre, took home gold at the 2018 NGAA Awards in the 'Creating Value through Growth' category, for the development and installation of Australia's first Biba 'smart playground' at Kinkuna Park in the Eglinton Estate of Allara.

On March 20<sup>th</sup> of 2018, Kinkuna Park was turned into a multisensory wonderland of active outdoor fun with the installation of Biba technology. The system facilitates the building a healthy, safe, vibrant, connected community and contributes to the City of Wanneroo achieving better quality of life and a more engaged community in Perth's outer suburbs.

Biba games harness technology families are already using to promote a healthy balance of screen-time and outdoor play. Studies have shown that children play longer, harder and more often in playgrounds powered by Biba. Many young families living in the Allara estate are taking advantage of the benefits of interactive, outdoor play.

Every time Biba is played at Kinkuna Park, actionable data points including peak playground hours/days, duration of play sessions, weather conditions and impacting factors on park attendance are collected in a safe and anonymous way. This allows for key decisions to be made around city expenditures, playground maintenance, and community programming for playgrounds and public open spaces. All of Biba's data-driven insights are kidSafe Certified, COPPA compliant, and in line with the new GDPR guidelines from the European Union.

The data collected from Kinkuna Park over the past 6 months is positive as it shows good adoption of the technology by the community. The reports reveal that Kinkuna playground went from being ranked in the 54th to the 75th percentile worldwide in the amount of exercise per session, clear evidence Biba is encouraging children to use the playground for longer and be more physically active. A win for parents, children, the community, and public health.

[www.playbiba.com](http://www.playbiba.com)

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**About Biba Ventures Inc:**

Founded in 2014, and led by icons in the game industry, Biba is on a mission to get screen-savvy kids off the couch and back outside through connected play and smart playground experiences that balance both physical and digital play. With over 2 million healthy minutes played, families engage with the smartphones found in every parents' pocket or purse to unlock new and exciting activities every time they visit the playground. Biba's suite of augmented reality games and mobile apps use imaginative prompts, scenarios, and iconic children's brands to guide families through a series of active playground adventures. With over 3,500 Biba-enabled playgrounds in North America, the United Kingdom, Australia, New Zealand, Ireland, and Singapore, a Biba smart playground is coming to a community near you!

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