



Innovation > Publishing & Media > Toy-shaped games controllers connect virtual characters

TOY-SHAPED GAMES CONTROLLERS CONNECT VIRTUAL CHARACTERS



PUBLISHING & MEDIA

Aiming to engage young gamers with the world of physical objects, ZowPow is a new startup that uses plush toys to control corresponding virtual characters in a range of kids games.

UNLOCK THIS INNOVATION AND MUCH MORE... //

Become a member today and get early access to the ideas transforming our world from just £39 per month*

Exclusive member benefits:

- Access to over 13,000 innovations
- Monthly horizon scanning reports
 - Exclusive feature articles

BECOME A MEMBER

Already a member? Sign in here