

The SIKU CONTROL32 NOVELTIES 2009 in detail

2004 – Start of the adventure!

As a first step to completing and upgrading the SIKU FARMER Range in the SIKU CONTROL32 concept, two remote-controlled tractor models were developed and launched very successfully on the market in the year 2004. The tractor models are original SIKU models and in the remote-controlled version, they differ only slightly from the basic model. The transmission technology is infrared. The system is controlled by means of a universal digital proportional remote control module which directs steering, forward driving and reversing, operates other functions on the tractor and controls additional devices.

2005 – High-Tech as trailers

These products, which are in themselves highly innovative, were rounded off in the year 2005 by two remote-controlled trailers in the same scale, which in turn set standards both in terms of technology and play value. Both trailers have electronically controlled tipping functions. The John Deere Tractor of the SIKU CONTROL32 family has won the award from German toy retailers as one of the 10 best toys in Germany.

2006 – The Sound you won't forget

In 2006 the SIKU CONTROL32 toy system has been supplemented by further world novelties. These include a lateral swather, the swathing rotors of which can be electronically lifted and lowered. The individual operations on the field are simulated in correct scale in miniaturised form.

The second SIKU CONTROL32 world novelty is the Lanz Eil-Bulldog, which in the 1:32 scale sets both electronic and mechanical standards. The speed dependent sound true to the original sound, is a further top engineering achievement for the play intensive, true to detail models in 1:32 scale. Also this model has won the award by the German toy retailers in 2006 as one of the Top 10 best toys in Germany.

2007 – High-end radio technology in scale

The year 2007 for the SIKU CONTROL32 line has been much influenced by the development of a new radio-controlled generation of models. A world premiere was launched end of 2700: the first radio-controlled 1:32 scale SIKU-Truck on the market. This new MAN truck with semi-trailer has reached a level of technology never before attained in the company history of the SIKU brand. The abundance of electronic functions entices both children and adults through play into the fascinating world of trucks and truckers.



The agricultural SIKU**CONTROL32** line with the Claas Axion 850 experienced an enormous growth in 2007. Equipped with the proven, infrared controlled SIKU system electronics, this Claas has become automatically a member of the existing SIKU**CONTROL32** tractor family.

2008 – Crawler technology at highest level

The successful re-orientation of the SIKU**CONTROL32** line, initiated in 2007 in direction of the 2.4 GHz radio technology, has been consistently continued in 2008 in form of three interesting novelties.

The John Deere track tractor 8430T is the most recent and most innovative radio-controlled model of the SIKU**CONTROL32** line. The optically unique model equipped with three engines runs on rubber crawlers that are driven by 2 servomotors.

A standard tractor in form of the Deutz-Fahr Agrottron X720 is included in 2008 for the first time in the line of radio-controlled models. The sturdy model of the traditionalist manufacturer is equipped with the new innovative SIKU radio system electronics and offers – besides proportional driving and steering functions – LED lighting and the electronic SIKU system rear coupling.

The Scania R620 with lowboy semi-trailer, supplements the line of remote radio-controlled trucks by a weighty and extra strong model.

The unique remote-controlled play system in scale

Like all SIKU**CONTROL32** -Models and unlike some other remote-controlled models, both novelties have been technically designed to be sturdy enough to be handled by children without breaking in spite of their electronically or servo-driven functions.

This means that for the first time in the world, there is a remote controllable (die-cast!) model-vehicle system with additional compatible electronic devices in the 1:32 scale. These models designed within a true-to-scale toy system are not only island solutions but have standard components to allow them to be easily integrated as remote-controlled system solutions into the established SIKU**FARMER** system.

SIKU**CONTROL32** has established itself as a separate toy system for children and adults which also blends easily into the existing 1:32 scale SIKU**FARMER** world of play, creating an integrative combination of remote controlled and manually operated models that in this conceptual significance represents an unprecedented novelty on the market of toys. SIKU**CONTROL32** enables children to reconstruct agricultural and road traffic operations dynamic, playful and true-to-original manner. SIKU**CONTROL32** line represents a play system involving a high learning effect combined with play value at a time.

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John Deere 8430T - 2009

For the first time a crawler driven vehicle in form of the imposing and optically somewhat out of the ordinary John Deere 8430T is integrated in the series of remote controlled agricultural SIKU models. The heavy duty machine runs on crawlers reproduced in much detail and is driven by 2 servomotors switched in parallel. The interaction of proportional electronic and mechanical systems permits driving with much feeling and turning on the spot. The high duty engines convert this power into a substantial draw and climbing capacity.

The LED lamps provide good viewing even in the dark. An electronically controlled rear coupling rounds off the picture of one of the most extraordinary SIKU models of all times.

TECHNICAL DETAILS

- The crawler mounted tractor is a die-cast model made of zinc again in scale 1:32. The combination of a metal model and a 2.4 GHz radio control system in mass production is a novelty worldwide and proof of best top engineering art
- The original for this model is John Deere 8430T
- Data transmission by radio control (ISM band, 2.4 GHz)
- Transmitter and receiver in the tractor by transceiver technology
- Steering motion by digital-proportional control with precise metering
- Due to crawler technique, the model can turn on the spot
- Forward driving and reversing functions by digital-proportional control with precise metering, highly sensitive manoeuvring possible
- Headlamps front (white LEDs) integrated in radiator grille, to be switched via remote control module
- Headlamps rear (red LEDs) on fenders, to be switched via remote control module
- Direction indicators rear right/left (orange LEDs) on fenders to be switched via remote control module
- Electronic control of the rear coupling for an automatic coupling and uncoupling of trailers and/or lifting and lowering of attachments
- Small turning radius
- High-duty and very strong engine, load on trailer can be towed up slopes
- High quality and long-life lithium-polymer battery, replaceable
- Driving time with new and fully charged battery: approx. 30 minutes
- Re-charging time of new battery: approx. 60 – 70 minutes
- Additional devices and trailers can be connected to the tractor via simple plug-in connections. This advanced configuration allows the user to build up the tractor by degrees by adding trailers and devices

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SCANIA R620 with lowboy semi-trailer – 2009

The new Scania R620 with lowboy semi-trailer is equipped with many functions. The driving and steering functions of the towing engine Scania R620 are proportionally designed. The rear coupling can be opened and closed electronically. Front and rear lamps come with coloured LEDs. The direction indicators of this unique model can be controlled separately. The SIKU-POWER battery supplies sufficient energy for drawing also heavier toy loads.

The new lowboy semi-trailer of this SIKU**CONTROL32** combination is also equipped with the new transmitter/receiver unit and can be controlled separately from the towing engine. The supports of the model and the semi-trailer are provided with servomotors and can be electronically lifted and lowered. Rear driving lamps in form of red LEDs as well as separately switchable direction indicators and a battery for self-contained power supply are component parts of the standard product.

The set is supplied with a re-charging station capable of accepting both the standard and the power battery.

TECHNICAL DETAILS

General

- The Scania and Schmitz Cargobull truck with lowboy semitrailer is a die-cast zinc and plastic model made to the collector scale 1:32. The combination of a metal model and a 2.4 GHz radio control system in mass production is a novelty worldwide and proof of top engineering.
- Data transmission by radio control (ISM band, 2.4 GHz)
- Transmitter and receiver unit in the towing engine and in the trailer facilitated by transceiver technology

The towing engine

- Metal towing engine Scania R620 operating with transceiver technology (transmitter-receiver technology)
- Towing engine equipped with 3 servomotors
- Steering motion by digital-proportional control, with precise metering
- Forward driving and reversing functions by digital proportional control, with precise metering, highly sensitive manoeuvring possible
- The lowboy coupling is opened and closed electronically. Function controlled via remote control module
- Headlamps front (white LEDs) in the radiator grille, to be switched via the remote control module
- Headlamps rear (red LEDs) on fenders, to be switched via the remote control module
- Direction indicators front right/left (orange LEDs) in front bumper, to be switched via the remote control module
- Direction indicators rear right/left (orange LEDs) in bumpers, to be switched via the remote control module
- Flashing warning lights (orange LED) on the driver's cabin, to be switched via the remote control module

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- Small turning radius
- High duty and sturdy engine, trailer load can be towed up slopes
- Swing axle with front axle pivot steering
- High-quality and long-life lithium-polymer battery, replaceable
- Driving time with new and fully charged battery: approx. 2 hours
- Re-charging time of new battery: approx. 90 minutes

The lowboy semi-trailer

- Metal-3-axle lowboy semi-trailer equipped with separate transceiver radio technology (transmitter-receiver unit). The functions of the semi-trailer can be controlled even without towing engine
- Semi-trailer equipped with two servomotors
- The trailer is electronically lifted and lowered via the servo-motor
- Electronic lifting and lowering of the semi-trailer support legs via a servo-motor
- Driving rear light (red LEDs) on bumpers, to be switched via the remote control module
- Direction indicators rear right/left (orange LEDs) on bumpers, to be switched via the remote control module
- High-quality and long-life lithium-polymer battery, replaceable
- Re-charging time of new battery: approx. 60 – 70 minutes

RADIO REMOTE CONTROL MODULE

- Ergonomically designed remote control module for the control of SIKU**CONTROL32** models equipped with radio technology. Development in co-operation with the Institute for Ergonomics and Design Research at the University of Essen
- The module is equally easy to operate for both children and adults
- Remote control module with transceiver technology (transmitter-receiver unit)
- The module is equipped with a scanner function. The module searches for "the partner = the model" automatically. No channel selection
- Illuminated on-and-off switch (SIKU-Logo)
- Button to regulate driving direction and speed and to control the rear coupling
- Pushbuttons to operate lighting and indicators
- Joystick for more functions
- Two rotary regulators for the control of special functions such as support legs, ramps and trailer
- The new-style cross operation concept makes it possible to simultaneously control up to 4 different functions
- A charger and power supply unit for the SIKU**CONTROL32** battery as well as for the SIKU**CONTROL32** power battery are enclosed with the remote control module

THE RADIO TECHNOLOGY

The radio technology used by SIKU**CONTROL32** is based on the 2.4 GHz band (ISM band). This radio band is also used by applications such as Bluetooth and WLAN and counts hence among the most recent radio technologies presently available on the market. Due to its spe-

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cifications the system is immune to the above referenced technologies. Interference by mobiles or notebooks is therefore excluded. The system operates autonomously within the assigned radio environment.

This high-end system operates without any specific channel scheduling. Remote control unit and model communicate via a transmitter-receiver unit to negotiate the mode to be used, which then links control and model automatically with each other. A great number of models can be controlled by use of one sole remote control only. A number of models can be controlled in parallel, moreover, without having to bother about channels and frequencies to be negotiated. The system requires no more than a short aerial which is integrated into the models/control and does not interfere in any way.

The remote control module and the models are equipped with an identical transmitter and receiver electronic system. The system is able to communicate, since messages can be transmitted and/or received from the control to the model and vice-versa.

The advantages of the system, namely the fact that there is no need for channel scheduling and/or coordination of channels when several persons wish to play at a time, lie in this "possibility of communication" between the model and the control unit.

The material

Die-cast models with plastic parts and electronic components

The target groups

The target groups for the SIKU**CONTROL32** models are defined as follows:

- children, primarily boys of 5 – 12 years of age
- youngsters, primarily boys of 13 to 18 years of age
- adults, primarily men, from 18 years of age to high pensionable age
- children, youngsters and adults already possessing SIKUCONTROL32 models (strengthening of this target group)
- children and youngsters, playing with SIKU models and showing interest in agriculture and trucks
- children and youngsters collecting SIKU models
- children, youngsters and adults, wishing to operate SIKUCONTROL32 models on their 1-track model railway systems (extra benefit)
- adults collecting and/or reconstructing SIKU models
- children, adults, youngsters, operating remote controlled models (enlargement of the present target group!!)

The competitive environment

High-end-product with unique selling point (serial production of remote-controlled and metal vehicles with infrared and radio technology, electronic trailer parts in the 1:32-scale).

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This unique selling point has been further consolidated in the system idea due to the tractors, the electronically controllable trailers and the electronically controlled swather, the Lanz-Eil-Bulldog with sound and also the remote-controlled truck in a uniform scale.

Objectives

The model is a technology platform and is defined as an electronic system toy.

Loyalty to SIKU **FARMER** products to be confirmed and extended.

Loyalty to the SIKU brand to be confirmed and extended.

Representation of SIKU's readiness and capacity for innovation.

A remote-controlled high-end-metal toy system will be added to the SIKU **FARMER** product group and will make this series much more attractive for children and adults.

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