



FOR IMMEDIATE RELEASE
February 11, 2026

Press & Trade Contact

Andrew Brown
Co-Founder, Ball 2
andrew@ball2.ai
www.ball2.ai

Ball 2 Launch

Introducing an AI-Powered Ball Designed For Active Play

Lewisburg, Pennsylvania — Ball 2 announces its official launch. The Ball 2 is a new smart ball designed for people to invent games, stay active, and play together.

Ball 2 is a soft, durable foam ball with embedded sensors, Bluetooth connectivity, and a conversational artificial intelligence experience that enables players to create any game that they can imagine. Using simple voice interaction, through a companion app, players can ask Ball 2 to invent a game, change the rules, or make adjustments based on how many people are involved and where they are playing.

Unlike traditional video games that center around structured isolated screen play, Ball 2 embraces active, creative, and social play. The technology stays mostly in the background, supporting imagination, movement, and collaboration rather than replacing them.

“The Ball 2 is about playing smarter and playing together,” said Kevin Langdon, Co-Founder of Ball 2. “We have designed a safe AI game creation experience. But we believe that anytime a child is using internet-connected technology, an adult should be involved. The Ball 2 is designed to be explored together — encouraging curiosity, movement, and shared discovery.”

The Ball 2 contains an accelerometer and gyroscope that capture every toss, spin, shake, roll, and catch as it happens.

Key Highlights

- Available now! With companion app updated regularly on iOS and Android
- Smart foam ball with embedded motion sensors
- Conversational AI “Game Maker” for on-the-fly game creation
- Sensor Labs, a special feature within the app, for STEM exploration
- Durable construction for indoor and outdoor play
- No charging! Over 500 hours of game play over the lifetime of the ball

###

Ball 2 is available at www.ball2.ai with an **MSRP of \$69.00**.

See Ball 2 at Toy Fair 2026, from February 14-17, 2026 at the Javits Center in New York City. Booth 68471.

Download the Ball 2 Press Kit at: <https://shop.ball2.ai/pages/press>