



## Imitation is the sincerest form of flattery?

Some of you reading this may subscribe to the above notion, indeed the Original Wizard PK Ring has spawned a number of imitators since its launch earlier this year however, not all PK Rings are the same. Our intention at World Magic Shop is always to provide you, the consumer, with all the facts to make the best buying choice and eliminate any confusion there might be particularly as an increasing number of rings are now appearing in the magic marketplace.

Magnetic Rings such as the Kling Ring, MasteRing, and Eilhorm Ring have existed in the past. These rings all relied on a magnet hidden within, or on top of, a regular ring. In 2004, a group of magicians created the Original Wizard PK Ring specifically for other magicians. The advantage of this ring being that the ring **IS** the magnet and therefore there is no turning of the ring, sneaky moves, etc.

Since the launch of the Original Wizard PK Ring it is being claimed by some of the subsequent producers of other PK Rings that the Original Wizard PK Ring is an existing Magnet Therapy Ring. It is not. However, this serves as a useful justification for releasing an unauthorised version of the Wizard PK Ring! Unfortunately some people have believed this so .... it's time to set the record straight!

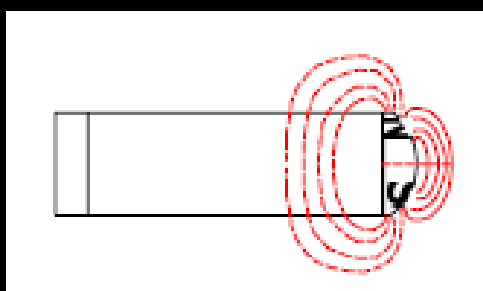
When we first started examining the magnetic ring concept in 2004, we contacted some of the largest suppliers of Magnet Therapy products in the world. NONE of them had a neodymium ring. They had plenty of bracelets for wrists, magnetic pads for your knees or elbow, but definitely no rings. It's also important to note that on all magnet therapy products the magnetic field is obviously directed **IN towards** the body. As you know what is required in magic is just the opposite ie. a magnetic field directed **outward** from the body to affect items such as a coin, fork, etc. Based on this simple principle we find it difficult to imagine how a magnet therapy ring would work effectively for the purpose of magic effects!

Some producers of magnetic rings will tell you that they have the same strength ring as the Original Wizard PK Ring, but at a cheaper price. Although this may be factually correct this is NOT all of the information that you need.

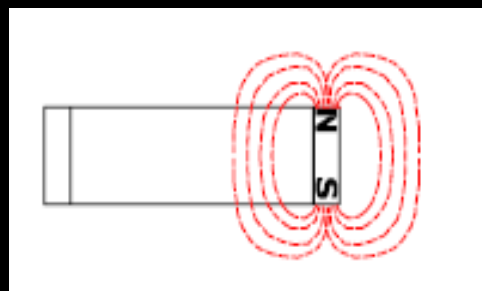
In the picture below you will see two very different size magnets. In fact, both magnets have the exact same strength however, obviously the larger one has a greater surface area and therefore creates a larger magnetic field. The magnetic field is really what it is all about as that is what determines what the magnet can, or cannot, influence.



In our research, we very carefully considered the design of the Original Wizard PK Ring. In one recent unauthorized PK Ring the producers made it look more like a wedding band style, but did not have the knowledge that this design would negatively impact on the magnetic field. This is a design that we rejected early on. Look at the design on the left (an unauthorized copy) and notice that the bevel comes down to a VERY narrow rim. Basically the magnetic field is coming out of the side so that as it gets thinner the magnetic field is reduced in strength. Now, notice our wedding band style on the right and its wider edge. This allows for a much larger magnetic field. The diagrams below show a cross section of the ring and how the magnetic fields are affected by the design. As you can see the bevelled ring has a greatly reduced outward magnetic field compared to the Original Wizard PK Ring.



Copy PK Ring



Wizard PK Ring Band Style

Naturally, we want you to buy an Original Wizard PK Ring, but what we really want is to make sure that people really understand the **FACTS** when making a purchase.

Some of the PK ring versions are made out of industrial components (washer). Others have taken our basic design that we put a tremendous amount of research, time, and money into and simply ripped it off! Some have tried to change the design to lessen the suspicion of a rip off, but have not factored in the true impact of design and how it effects the magnetic field and, ultimately, the effectiveness of the ring.

We stand behind our product 100 per cent. Over time you will see some fabulous add on items for the Original Wizard PK Ring; items that can **ONLY** be used with the Original Wizard PK Ring. We offer a lifetime warranty. Magnets are by their nature fairly fragile and will break if abused or handled roughly, but we feel it is important to support our customers with a lifetime warranty.

It is often said "you get what you pay for". If you pay less and get an inferior product it should not be a surprise. Support the original item made by magicians FOR magicians. We encourage you to buy the original, buy the best, buy with ALL of the facts. the Original Wizard PK Ring. John Ruskin probably said it best in his famous quote over 100 years ago:

*"It's unwise to pay too much, but it's unwise to pay too little. When you pay too much you lose a little money, that is all. When you pay too little, you sometimes lose everything, because the thing you bought was incapable of doing the thing you bought it to do. The common law of business prohibits paying a little and getting a lot - it can't be done. If you deal with the lowest bidder, it's well to add something for the risk you run. And if you do that, you will have enough to pay for something better."*

(John Ruskin, 1819-1900 Author, Influential Critic, Philosopher)