



Experience AI OUIJA Board... if you dare!

30 Oct, 2025

Hasbro's AI OUIJA Board Brings the Beyond Online

For more than 130 years, the OUIJA Board has sparked imaginations and stirred curiosity about what lies beyond. First introduced in the late 19th century and later acquired by Hasbro, the "talking board" quickly became a cultural icon, featured in films, folklore, and game nights around the world.

This Halloween, Hasbro is reimagining that timeless fascination for the digital age with the AI OUIJA Board, a limited-time online experience available through December 31 at ouija.com.

Combining advanced artificial intelligence with the intrigue of the unknown, the AI OUIJA Board allows fans to ask questions—solo or with friends—and watch as a digital planchette reveals cryptic, often unexpected answers.

The experience captures the suspense and storytelling that have defined OUIJA for generations, while introducing new ways for fans to connect through technology. It's part of our ongoing effort to blend innovation with the legacy of our most iconic brands; honoring the past while inspiring new kinds of play.

From séance tables in the 1890s to servers in 2025, the OUIJA Board's message remains the same: curiosity is eternal.