



TheO gets kids and smartphones moving
by Eric Braun | 14 December 2012

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WHAT'S HAPPENING

- Playing with Mom and Dad's smartphone just got physical thanks to TheO, an interactive foam ball housed with custom apps and dedicated to movement-based play.
- Created by Physical Apps and winner of the Popular Science Best of Toy Fair 2012, the Nerf-like TheO, currently in beta, encases iPhone and Android devices, allowing players to safely bounce, roll and toss while playing one of three custom apps: Hot Potato, a bowling game players can use to compete against friends in the same room as well as over the Web, and Interrogo, a socially interactive game.
- TheO's apps take advantage of classic smart-device features such as acceleration sensing, direction and motion sensing, plus sound and Bluetooth capabilities, allowing TheO to link with additional accessories.

WHAT THIS MEANS TO BUSINESS

- A gadget that adds a layer of love to smartphones and comes equipped with apps that automatically inspire movement and social interaction spikes parents' interest.
- Every kid loves a ball to bounce and toss around. Ditto a smartphone. A device that brings the two together in an active and playful way keeps kids happy, connected and moving.

RESOURCES

- TheO is expected to be \$25, with each app ranging from \$2 to \$5.

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Youth (Youth 0 - 20)
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