



# A History of Toys Brief, Biased and Mostly Binary

# The Pre-Binary Era



1940's America finds rubber but fuels the need for synthetic rubber  
Bounce, stretch further, copy print



# The First Interactive Era

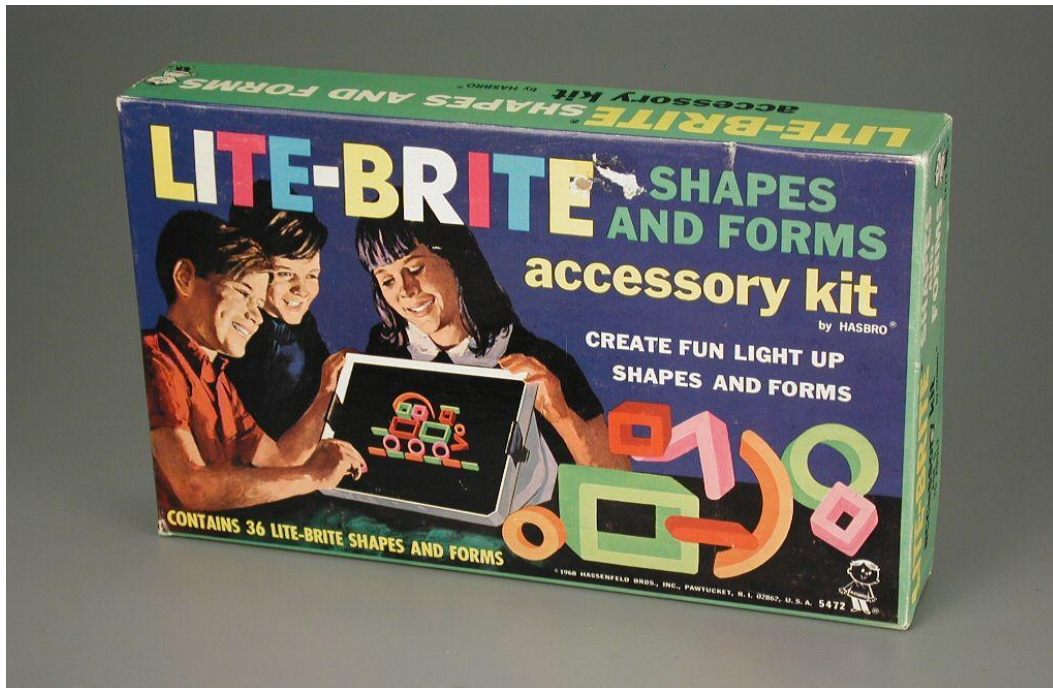


CBS  
1953-57  
Magic drawing  
screen and  
marker  
Winky Dink kits  
sold!



# The Faux High Tech Era

Translucent pegs into black opaque paper  
Lightbulb illuminates pegs  
No muss/ high tech looking  
1967  
Hasbro





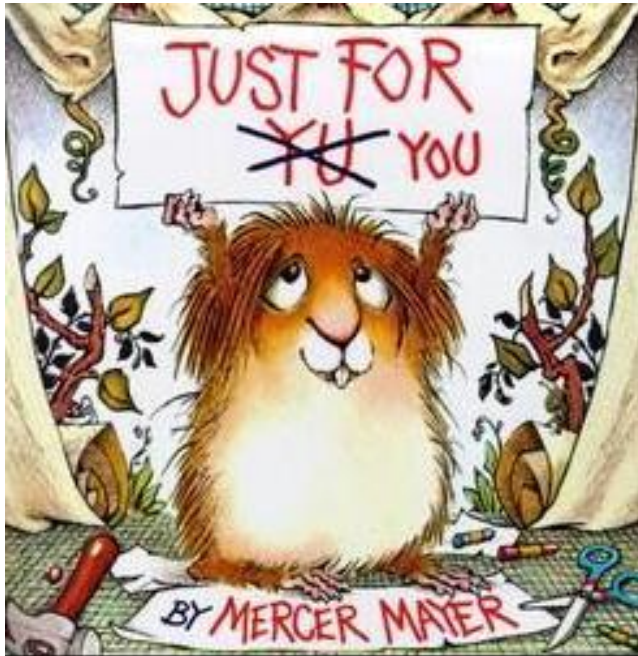
# The Dawning of the Console Age



1976 video table tennis  
Nolan Bushnell  
Atari was one of many but colorful , well packaged and designed.



# The E-literate Age



Home PC used for play  
Clickable explorations  
Expensive



# The Animatronics Age



Microsoft and PBS 1997  
Standalone, with VCR or with TV  
Too difficult for parents  
Too distracting for kids  
Great show of technology combining  
animatronics and the vertical blanking  
interval from tv  
Specially encoded TV series



# Where we're at ...

- Plain Old Toys
- Plan Old Digital Toys
- 2-Way Interaction between digital and other toys
- To consider:
  - As the mediums change does the play change?
  - Distribution change?





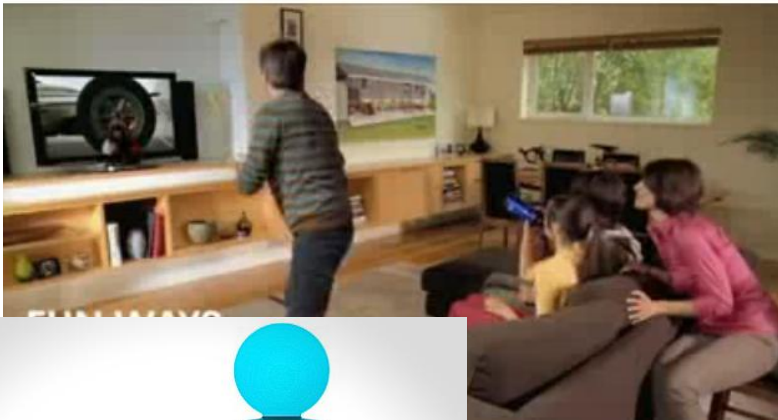
# Today's Connected Kid

Birth Baby Toddler Preschool Kindergarten Early Elementary Upper Elementary Middle and High School



# The Future of Toyland

- Gesture/Body as Interface



Microsoft Natal



PlayStation Move



Nintendo 3DS – no glasses



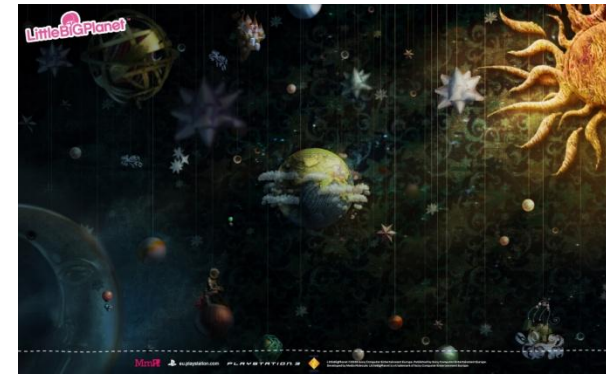
# The Dollar iStore

- 99 cents to Entertain
- “Golden Books” Rises Again



# Virtual Worlds and Social Networks

- Offline world as your online pass
- Online world as your design studio
- Playing and Designing (Spore, Little Big Planet, ModNation)
- Offline/Online continue to Blur



CLICK ON A RIDE BELOW

# Fitness, Health

Move to earn



GeoTracker Jr.

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Zippedy

Swinx



Pokewalker

