

Bringing the Teddy Bear into the twenty first century

Nostalgic entertainment



What are your feelings about the two types of games above?
Do you have good or bad memories of these games?

“I can’t keep up with the technology these days. Just look at how fast video games have developed. There is even now a digitalized version of Monopoly! They are modernizing all the old classics! What’s next? The Teddy Bear

John Smith, Politician, 2006

A teddy bear for the twenty first century



You work for a creative design company who have asked you to design a teddy bear for the 21st century.

In groups, brainstorm different ways that could modernize the teddy bear.

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<http://www.youtube.com/watch?v=vhMNipYqY5Y>

Step 1: The sales pitch

You are now going to watch Imran Hakim introduce his idea for the 21st century teddy bear. Watch from 0:00 to 2:02 and write down the things you like and don't like about the teddy bear.

Things you like

Things you don't like



informitv.com

Step 2: The development process

RRP

Intellectual rights

Develop from scratch

High margin revenue stream

Child Specific

Patent Pending

Now watch the video from 2:02 to 4:26 and answer the questions below.

- 1) Who owns the intellectual rights?
- 2) How did Imran think of the idea for iTeddy
- 3) Complete the information below about the costs of iTeddy

Imran plans to sell the iTeddy to retailers:

The MP4 version = _____ pounds

The MP3 version = _____ pounds

Imran could make a _____ % margin on the MP4 version

Imran expects the price on the high street to be between _____ and _____

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Step 3: The main features of iTeddy

Here are some of the key features of iTeddy. With a partner, read through the different points and decide:

- 1) What are the best selling points of the teddy bear?
- 2) What problems can you see with this kind of product?
- 3) Are there any features missing from the product?

Main Menu Functions



Audio - Listen to your favourite music and stories.



Videos - Watch cartoons and movies.



Photos - View your favourite holiday snaps, photos and picture files. Create your own electronic photo album to show your friends.



Games - Play fun, interactive games.



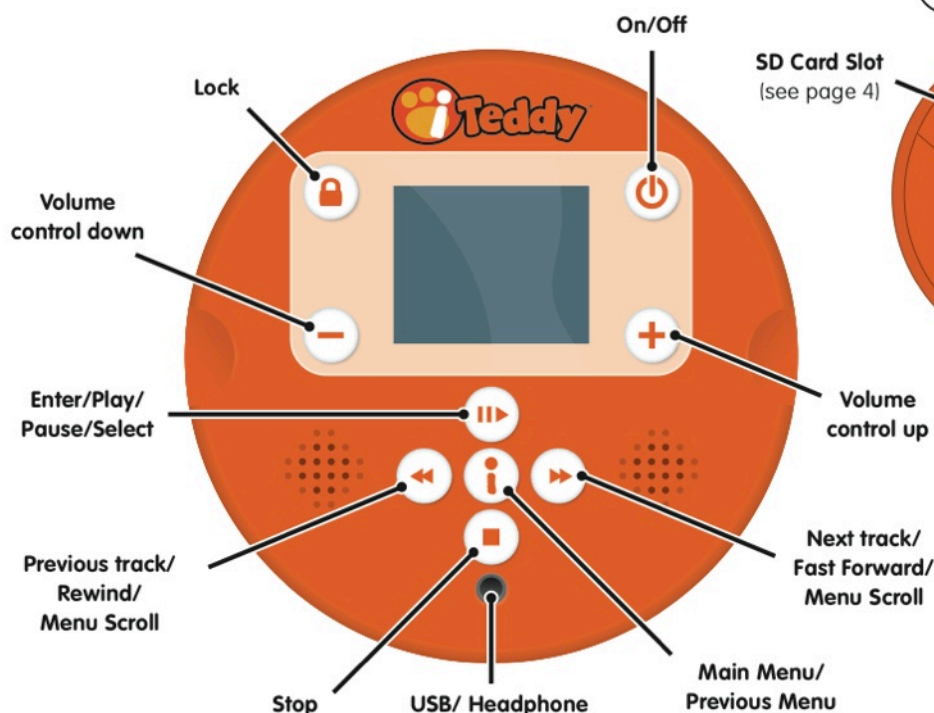
Settings - Adjust the screen brightness, backlight, volume settings and sleep timer.



For more information log on and register at www.iTeddy.com. Here you can find detailed instructions about how to use your iTeddy, as well as links to get extra help and support. **There's also loads of exciting things to discover. Have fun!**

iTeddy Features

- Interactive removable personal Media Player with built in belt clip
- 1.8" CSTN colour screen
- Audio and Video playback
- Picture viewing and slideshow function
- 2 built in games: 'Cover the Dots' and 'Chase the Spots'
- User friendly menu system
- Built in non-replacable rechargeable battery
- Built in speaker
- 512Mb built in flash storage capacity*
- Expandable memory via SD card slot up to 2GB



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Step 4: The decision

Now watch the rest of the video. Make notes about what each person says next to their picture below.



Do you agree with the Dragon's opinions and decisions?

Would you invest in iTeddy?