

BRIO®

Don't miss the Award winning Network Range on the **BRIO** stand **SB34**

Daily News

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TOYS in PLAYTHINGS

Stand SB2

Teddy goes multimedia

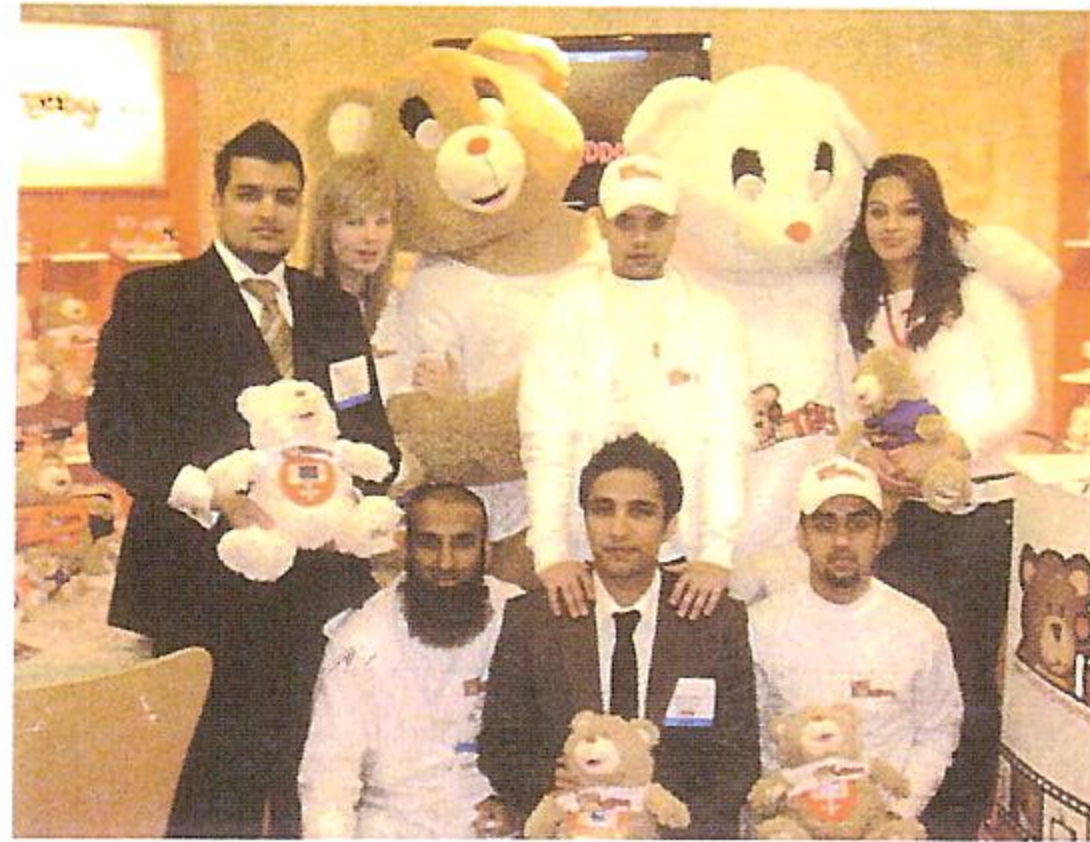
Soon to be featured on BBC's 'Dragons Den', iTeDDy.co.uk Ltd will soon be launching the world's first iTeDDy - a novel and proprietary teddy bear with a personal media player at the heart of it. iTeDDy has an ipod-style child friendly user interface.

Said Imran Hakim, managing director commented: "iTeDDy

together with iTeDDy.co.uk is an innovative new brand providing products designed to make a child's first steps in today's high-tech world, less daunting, educational and most importantly fun. The widespread interest we have experienced isn't surprising when you consider the market demand for 'edutainment' products of this nature."

Accompanied by the iteddy.co.uk website, which contains classic cartoons and magical stories for children to download, as well as online tutorials helping children learn basic computer concepts.

Stand: GH70



Scene Stealers

ExCeL 2006

