Introducing the iToddler: The Gavins’ new invention

Amazing new “apps” rolled out just in time for the holidays

Plymouth, Mich. – Move over, Apple – there’s a new wonder-toy under the Christmas tree. And while her face might be a little sticky, she’s ready to amaze and delight everyone who sees her.

The iToddler 2.0, also known by its code name Moira, has hit stores just in time for the holiday season. Gavin, Inc. engineers have been working to perfect it for the past two years, and say that not only have their efforts resulted in the perfect hardware, but also excellent software that comes pre-installed.

The combination of the iToddler’s compact design, irresistible user interface, and the “apps” that allow it to perform many incredible functions, are sure to put a Moira on many Christmas lists this year.

“We’re especially proud of the Speech app, which includes a FullSentence module that we just got up and running in the past three months, and the NumbersLettersColors app that helps the user remember how to count to 10, how to say their ABCs and what color Santa Claus is,” says chief engineer Sean Gavin.

He did admit, however, that the VoiceCommand function – a much-coveted feature that allows users to simply ask or tell the iToddler to do something – still needs work.

Despite these remaining bugs, chief marketing director Kara Gavin says, the Moira device promises to become a favorite gadget for all ages.

“The best part about the iToddler is the wide range of entertainment apps, which are available through both touch command and voice,” she says. “For instance, we recently perfected the initial version of the Somersault Fun! game, as well as the TinyDancer and SingAlong With Elmo musical apps.” The Ticklr app is guaranteed to cause a giggle.

“For those needing exercise, there’s the ClimbingUpUpUp app which makes you chase after the iToddler to keep her out of danger. And for those who like a real challenge, we’ve just rolled out the iPeed potty training app, which also has a companion program called iPooed.”

She also noted that licensing arrangements with Disney and Sesame Street have been worked out, to allow songs and videos featuring Tigger, Pooh, Ariel the mermaid, Big Bird and many other characters to mesmerize the iToddler and its owners alike.

While the introduction of the iToddler 2.0 is causing a buzz, the new device isn’t without its critics.

“Why on Earth did they make the battery life so low – this thing has to recharge for 11 hours at night and another 2 during the day, plus you have to feed it five times a day!” exclaimed tech blogger Ima Luddite. “I admit, it’s an improvement over the iNfant and NewWalker versions, but they’ve got a ways to go.”

Gavin Inc. declined to comment on Ms. Luddite’s criticisms. But company officials noted ongoing research and development will bring even more improvements in coming months and years.
Other notable Gavin Inc. news of 2010!

While production of the iToddler 2.0 and its apps took up most of the Gavin company’s time this year, the company founder did manage to make time for a few other achievements. For instance, Sean Gavin received Wayne State University’s top teaching prize and pushed yet another physics Ph.D. graduate out into the world. Kara Gavin successfully managed a full sewer-line-and-driveway replacement project, pushing contractors to finish just before Thanksgiving, and returned to playing her French horn in the University of Michigan Life Sciences Orchestra after a two-year hiatus.

The Gavins also stimulated the economy with the purchase of a new micro-minivan (vanity plates: Karavn) and a small German hatchback that runs on low-emission diesel and allows Sean to feel morally equal to Prius drivers. Both also have recently hired or are getting ready to hire new team members, adding much-needed jobs to Michigan’s economy.