

Not Barks, But Tweets

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Why should humans have all the fun? Mattel's Puppy Tweets lets dogs tweet their owners. Dogs wear a collar-attached device that interprets the dog's physical activity and sends an appropriate tweet (from of a choice of 500 dog-favoured activities).



Dog tweets range from "Chasing everything that moves is a full-time job!" if the dog is very active to "Your comforter does what its name says it does" if it's sleeping.

The device runs on wi-fi and the USB receiver needs to be plugged in a switched-on computer.

Mattel says the tag won't work on small dogs or cats, so Chihuahuas and Siamese are off the grid for now.

Think of the further possibilities as they extend range. Cow tweets for farmers: "I am grazing," "Giving milk now," and "Adding to global emissions, sorry..."

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