

## Preface

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Editor

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This issue of the *Intel Technology Journal* is focused on fun—specifically on fun toys that use the personal computer. Today's children are very technologically savvy, and the computer plays a big part in their daily lives; therefore, "toys to think with and have fun with" make a lot of sense.

In 1998, Intel, together with Mattel Inc., designed and developed a new line of PC-enhanced toys, called Intel Play smart toys, that allow children to explore the world around them in a whole new way. These toys are low-cost consumer products designed to enhance the "magic" of toys for children by using the extended PC. The first product was the Intel® Play™ QX3™ Computer Microscope, which was unveiled at the 1999 American International Toy Fair. It was considered one of the most innovative new product introductions at the toy fair. With the microscope, children can magnify and display microscopic objects on their PC screens and then play with the images in creative ways. The microscope uses digital video-imaging technology to let kids view, enlarge, and save images of bugs, plants etc. The next year, 2000, three more Intel Play smart toys were introduced. These new PC-enhanced toys include the Computer Sound Morpher, the Digital Movie Creator, and the Me2Cam\* Virtual Game System.

The six papers in this issue of the Q4, 2001 *Intel Technology Journal* provide excellent insights into the development of PC-enhanced low-cost toys. As well as presenting technical details of individual toys, a history of the Smart Toy Lab is also provided.