

PHYSICS BARBIE

A LIBERATED BARBIE THAT TALKS PHYSICS (NOT PHYSIQUES)

BEFORE...

Let's talk about tops!
A cute top can totally make an outfit pop!

AFTER

Let's talk about tops!
Did you know that friction causes a spinning top to slow down? If it wasn't for outside forces like friction, spinning things would keep spinning forever!

TIRED OF FASHION? INSTALL THE PHYSICS BARBIE MOD & TALK ABOUT FUSION!

By default, Mattel's Hello Barbie talking toy is a corporate surveillance device that sends everything you say around it to a giant toy company.

BUT! Install the Physics Barbie mod and you transform Barbie into a science hero!

Physics Barbie overwrites Hello Barbie's instructions with new data: fascinating thoughts about the amazing forces behind your fridge magnets and your Slinky's stair-walking.

Physics Barbie constantly updates itself with new and better conversations, but never sends any of **your** information back to the cloud – unless, that is, you choose to share your brilliant physics musings with other Physics Barbie users around the world.

PHYSICS BARBIE TURNS EVERY OVERHEAD PLANE AND PASSING CAR INTO A TEACHABLE MOMENT ABOUT THE EVERYDAY WONDERS OF OUR AMAZING UNIVERSE.

Physics Barbie

BY SORAYA OKUDA

Savvy parents know that every cloud-connected electronic gadget they buy for their kids is a potential hole in their network, a sneaky listening device that hangs around some of the most sensitive and personal moments of you kids' lives and the lives of your whole family. But tomorrow's smart parents know that those toys are a potential platform for innovation, places where parents, programmers and businesses can work to create new operating systems that never talk to the cloud, and that replace the canned messages of a distant corporate design department with material of your own choosing.