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## UK women to be tickled by USB programmable vibrator

A UK company has answered the prayers of thousands of women by launching the world's first USB programmable, non-penetrative vibrator

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A UK company has answered the prayers of thousands of women by launching the world's first USB programmable, non-penetrative vibrator.

Called Je Joue, the device [Ahem! - Ed] is the result of 2 years research and development into supposedly what women want.

Je Joue contains digital files called Grooves that instruct its soft massage pad to move in an infinitely variable number of patterns, creating a foreplay-like experience.

Each handset comes with 10 30-minute Grooves stored in its memory that control upto three different pads of different shapes that come in the box, but there is no limit to the number that can be created.

Women can download new Grooves, write their own on a PC or Mac using Je Joue's PleasureWare software and download the new simulations via USB. They can also swap favourites with friends by email if they are so bold.

According to the company the device was tested by over 150 women. Nine out of 10 prototype testers said they would buy the product; 75% said it was better than any other toy; and 24% said it was better than their partner.

Je Joue was created when the company's founder, Geoff Hollington, began to wonder why it was that in a world full of clever and aesthetically pleasing products such as mobile phones, iPods,



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...cont.

PDA's and digital cameras, sensual products for women were still very limited in style and functionality.

Je Joue costs a rather £225, but hey, what price can you put on pleasure?