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Pleo gets UK launch date and price

Coming June priced at £250

by Stuart Miles published on 25 January 2007

After a year's wait, Pleo the Robotic Cam Camarasaurus Dinosaur from the co-creator of the Furby is finally launching and coming to the UK.

Although tipped to be launching for some time, distributors Vivid Imaginations has told Pocket-lint that the baby dinosaur is coming to a toy store/gadget shop near you later this year after 3 years of development.

The one-week old infant Camarasaurus from the late Jurassic period created by UGOBE (YouÖGo Be) is an autonomous Life Form that advances through life stages and develops a unique personality through user interaction.

Like Sony's Aibo, if you treat him well and he'll become friendly and outgoing, treat him badly and he'll become timid or angry.

As with most autonomous robots, Pleo wants to explore his environment and learn as he grows. Capable of actual emotions including joy, aggression, sorrow and fear, Pleo can also yawn, sigh, sniff, snuffle, snore, cough, hiccup and sneeze. Initially cautious, Pleo will walk around slowly to absorb his surroundings but may cry when frightened or scared. He will stretch when waking up and he may even stomp his foot if he gets angry.

Available from June 2007 priced around £250.

