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## Optimus Prime Voice Changer Helmet turns you into an Autobot

Robots in disguise - literally

by Stuart Miles published on 1 March 2007

Fans of Transformers are to be given the chance to be Optimus Prime with Hasbro's latest toy release due out later this year.

The Optimus Prime Voice Changer Helmet, works in a similar way to the Doctor Who Cyberman helmet released last year and converts the most gentle of voices into the powerful, fearless tones of Optimus himself.

It also includes two other modes: Battle Phrases and Conversion Sounds.

No budding Optimus Prime is complete without the Optimus Prime Battle Rig! To the untrained eye it looks like an innocent everyday free-wheeling truck, but when it's time to battle one swift movement catches the evil Decepticons by surprise as the truck converts into Optimus Prime's foam dart firing blaster!

Hasbro has said that it will also launch a series of movie action figures to commemorate this new Transformers era.

Select action figures this year will feature Automorph Technology that enhances the vehicle to robot conversion of both the Autobot and Decepticon warriors. Moving one part of the robot or vehicle causes other parts to move, making armor plates and weapons shift automatically. Movie Leader Optimus Prime also features Advanced Automorph ó an automatic conversion that triggers both lights and authentic sounds.

