

<http://www.pocket-lint.com/news/7519/mattel-barbiegirl-girls-mp3-socialnetworks>

Barbie goes multimedia for geeky girls

For young gadget girl nerds in training, Barbie launches new products

by Ryan Haynes published on 27 April 2007

Girl Gamers became all the rage at the 2006 London Games Festival and now Barbie is linking up to the online generation.

Mattel has launched a new Barbie Girl online community where little ladies can lay games, chat and "hang out" with other tween-ish participants.

Like Second Generation, WOW and Wii girls can customise their characters and accessorise as they please. At least the make-up can be put off for a few years with this one.

The chat site has been made as safe as the company can do, obviously requiring parent observation.

In July, Mattel is introducing a Barbie Girl MP3 player that will allow girls who have met in person and synched the player with each other's computer to participate in "Secret B Chat" which allows more privacy and more open conversation. Plus this way you can really monitor who your girl is chatting to.

The \$60 device includes 512MB of memory and a miniSD expansion slot, and unlocks additional content for the the little users.

We're still yet to hear on UK pricing and availability.

