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Media-playing interactive iTeDDy officially launches

Or more accurately, launches itself

by Amy-Mae Elliott published on 27 July 2007

iTeDDy, the media-playing super-bear for kiddies funded by Dragon's Den money launches today.

Available in the Argos catalogue and tipped as a Christmas best seller, the bear will set you back £59.99.

In a gimmicky-but-fun move, at the press conference earlier, taking advantage of those audio abilities, iTeDDy became the first toy to launch itself.

