



Linking to each other, and to early learning

Fisher-Price® Linkimals™ toys “link” together to help babies & toddlers learn in a whole new way. Each of these interactive musical pals offer lots of learning play on their own. But through Linkimals™ Technology, each toy recognises when other Linkimals™ toys are nearby — creating an immersive play space with synchronised music and colourful light shows that make learning more fun (because there’s more than one)!



What we studied

Linkimals™ toys were inspired by watching real babies & toddlers at play in the Play Lab. As we continued to see families add to their collection, we set out to study specific research questions:

- 1 How do children & their caregivers interact and play with linked toys?
- 2 How do children respond when a toy delivers an electronic phrase or prompt?
- 3 What types of features on Linkimals™ toys are played with and looked at the most?

Our goal was to understand more about the different ways children interact with these fun-loving friends who sing & play – the Linkimals™ way!

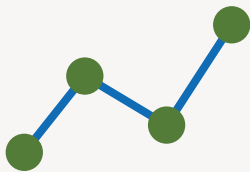


The science behind the play



Eye-tracking technology

Eye-tracking technology has proven invaluable in helping our Play Lab researchers learn from our tiniest testers early on in toy development. As babies and toddlers are not yet able to articulate feedback in their own words, specially fitted caps or glasses and analysis software help us to record and analyse kids' eye movements while looking at and playing with a toy. So, our Play Lab team can literally see toys through the eyes of a child.



Observer XT software tool

The Observer XT software from Noldus Information Technology compiles data in a visual timeline, providing our researchers with the tools to record, annotate and scientifically analyse what they observe. They can then begin connecting the dots between science and play to answer our questions. For this study, Observer XT software was used to code and analyse all play sessions for play behaviours and language use between kids and their grown-ups.











Results: proven to promote learning



The data collected in our Play Lab using these technologies revealed that electronically linked toys can reinforce early learning connections in little brains. Linkimals™ toys work *together* to collectively introduce learning concepts as kids grow. Pressing the letter “S” on the Otter’s tummy then links to Sloth, who starts singing and dancing about the letter “S”. Analysis revealed that children’s eye movements were tracking back and forth from the letter “S” on the Otter to the Sloth time and time again. That kind of interaction opens the door to discover new ways for children to learn and play — ways that wouldn’t have existed had the toys not been electronically linked.

When we used Observer XT software from Noldus Information Technology to look at play behaviours and language use between adult and child, data showed the interaction between these linked toys also encouraged conversations between children and their caregivers. This reinforces important learning opportunities through playful interactions, which encourage language development and spark shared moments of connection.

Help your child explore different learning skills in each Linkimals™ friend

	Smooth Moves Sloth™ Teaches ABCs, 123s, Opposites, Games		Happy Shapes Hedgehog™ Teaches Numbers, Shapes, Colours
	A to Z Otter Teaches First words, Alphabet, Friendship		Lights & Colours Llama Teaches Stacking, Colours
	Musical Moose Teaches Numbers, Counting, Cause & effect		Counting Koala Teaches Numbers, Counting 1-10, Shapes
	Play Together Panda Teaches Counting, Shapes, Manners, Kindness		Sit-to-Crawl Sea Turtle Teaches Alphabet, Counting, Shapes
	Boppin' Beaver Teaches Counting, Shapes, Colours		Cool Beats Penguin™ Teaches Opposites, Alphabet, 123s, Shapes



Take the whole Linkimals™ Crew home with you!

SHOP THE LINKIMALS FAMILY