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(54) **INTERACTIVE TOY**

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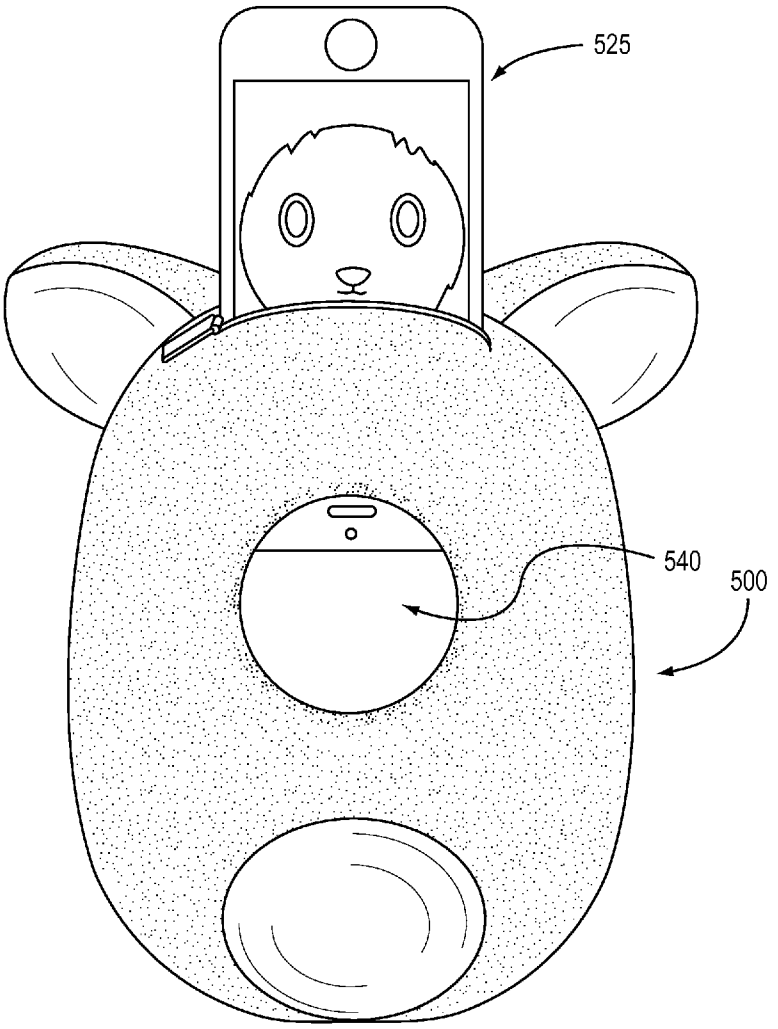
USPC **446/484**; 29/428

(57) **ABSTRACT**

A device comprising an outer material substantially encompassing an inner material and a cavity in the inner material. The device further comprises an opening in the outer material providing access to the cavity. The opening and the cavity are adapted to receive a computing device. The computing device comprises a computing device screen and a speaker. A bore is located in the outer material and inner material, with the computing device screen adapted to be viewed through the bore.



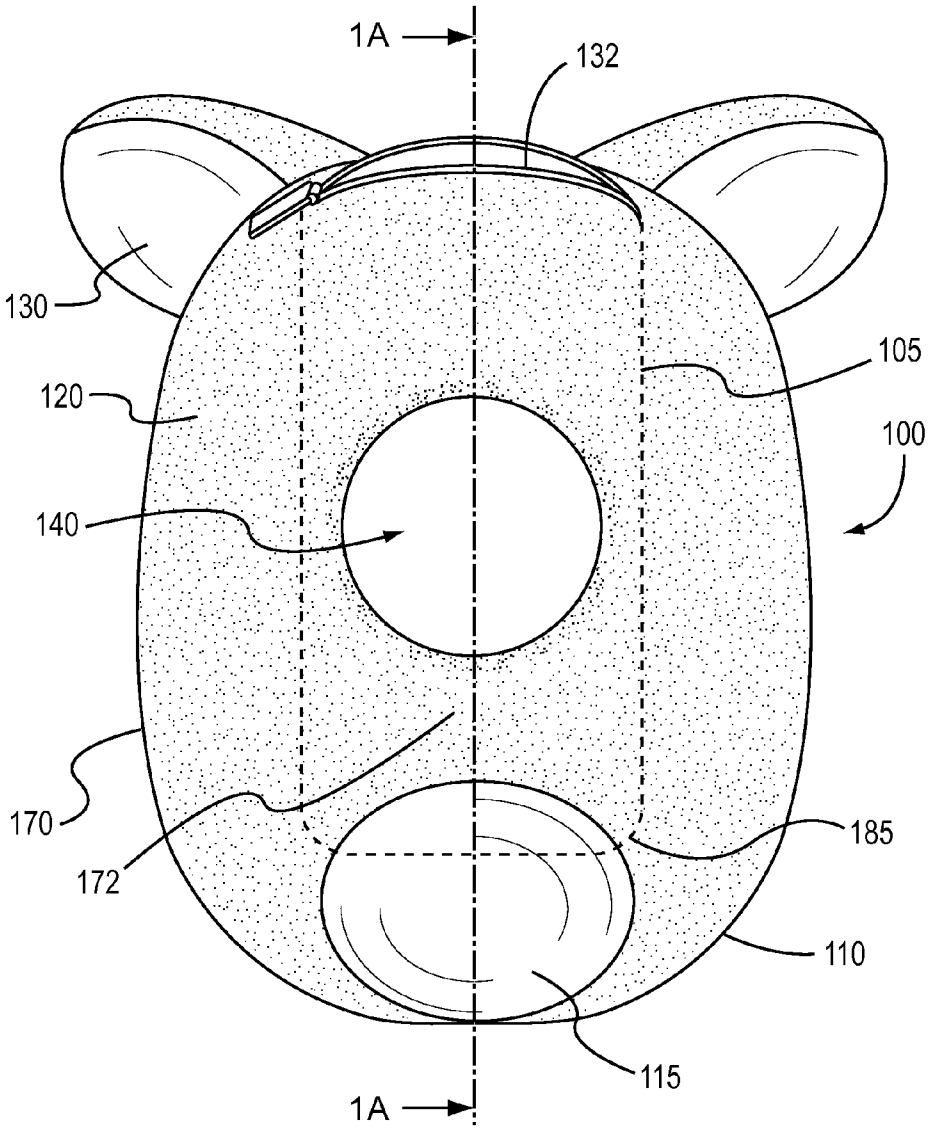


FIG.1

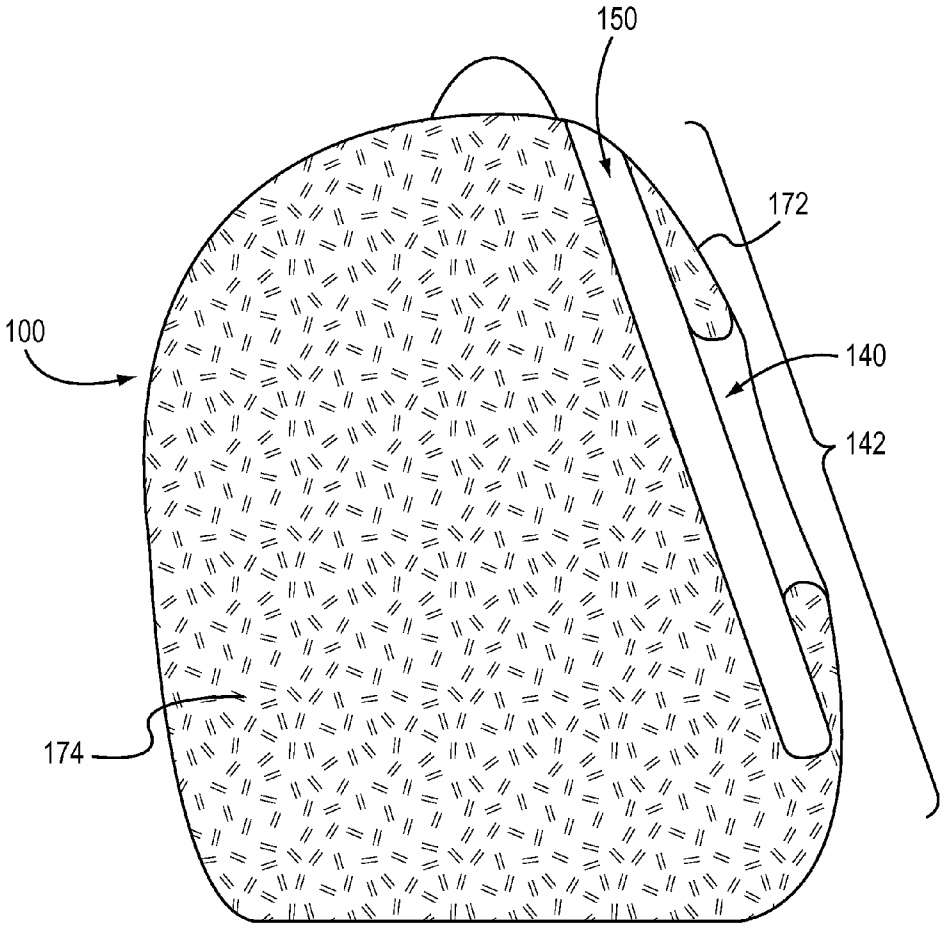


FIG.1A

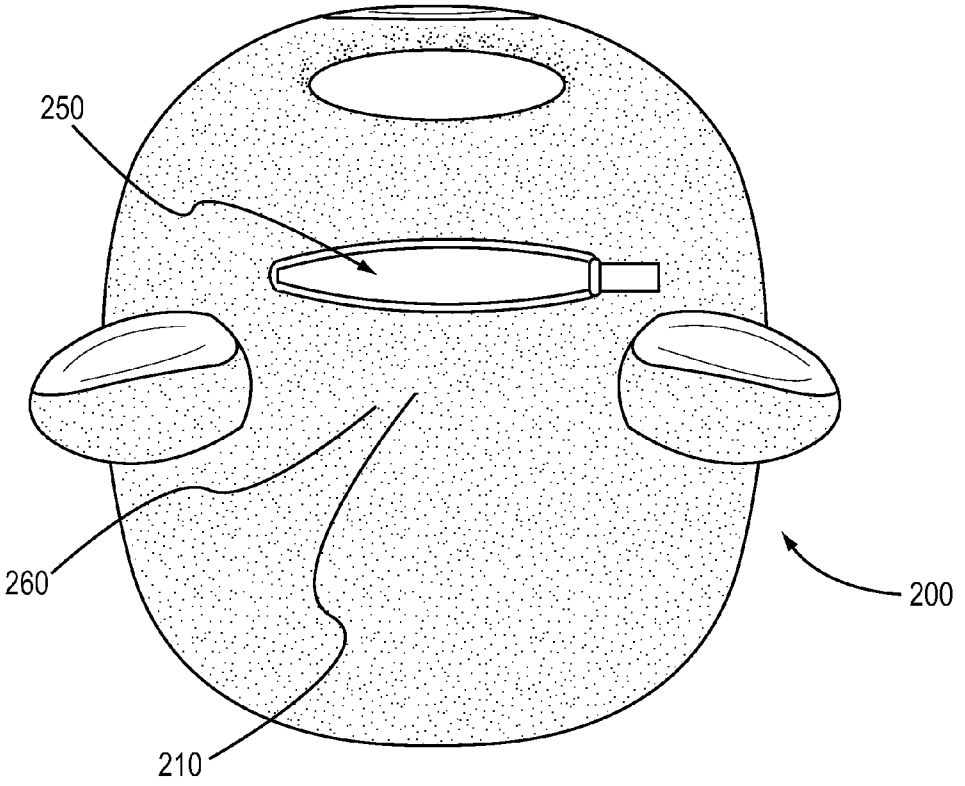


FIG.2

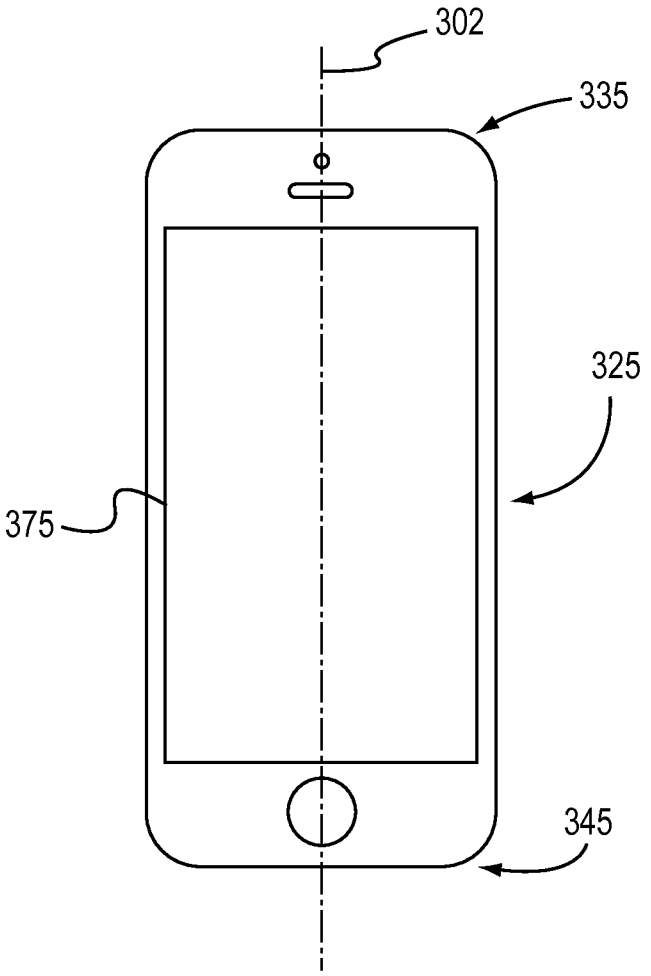


FIG.3

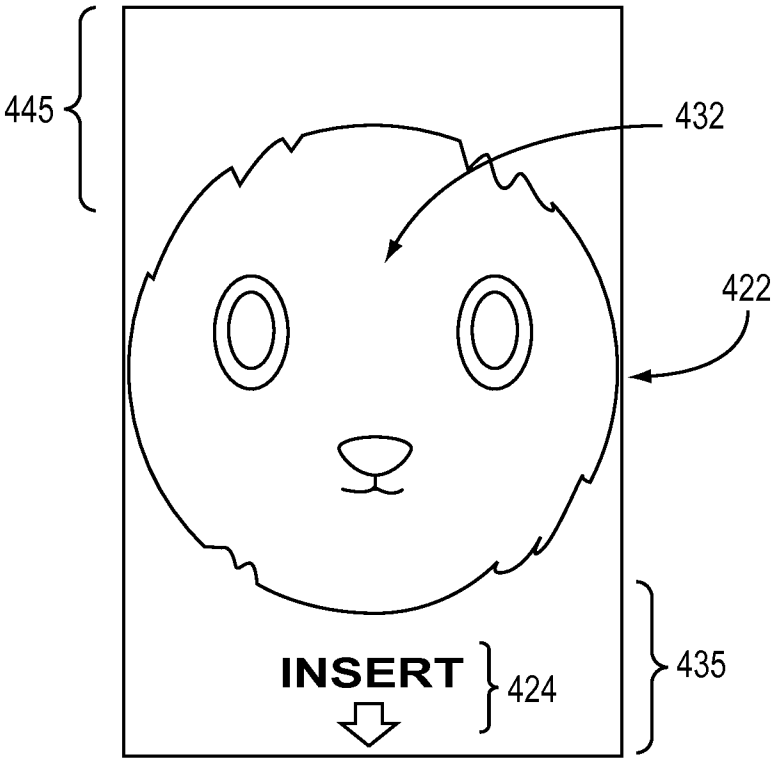


FIG.4

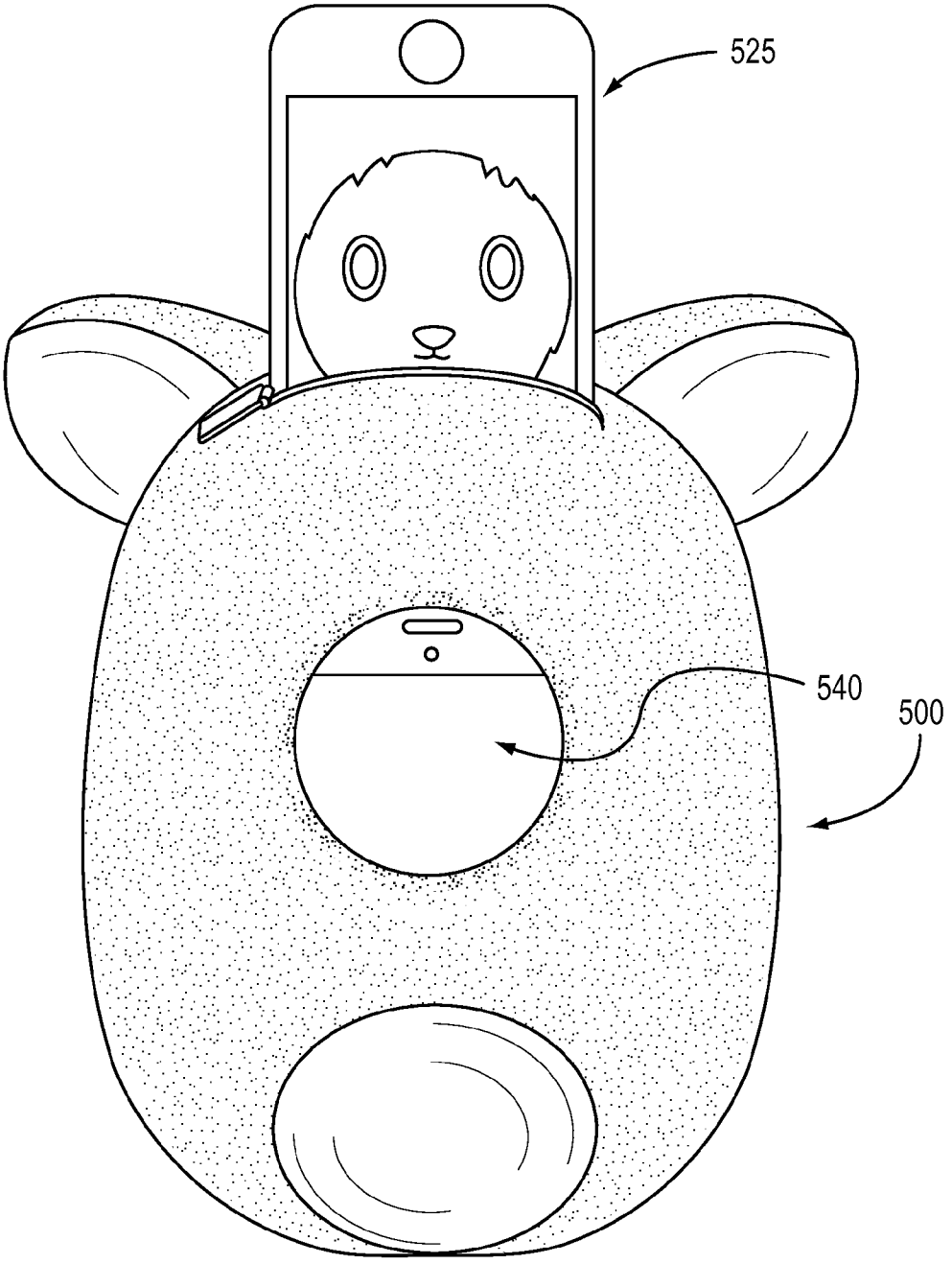


FIG.5

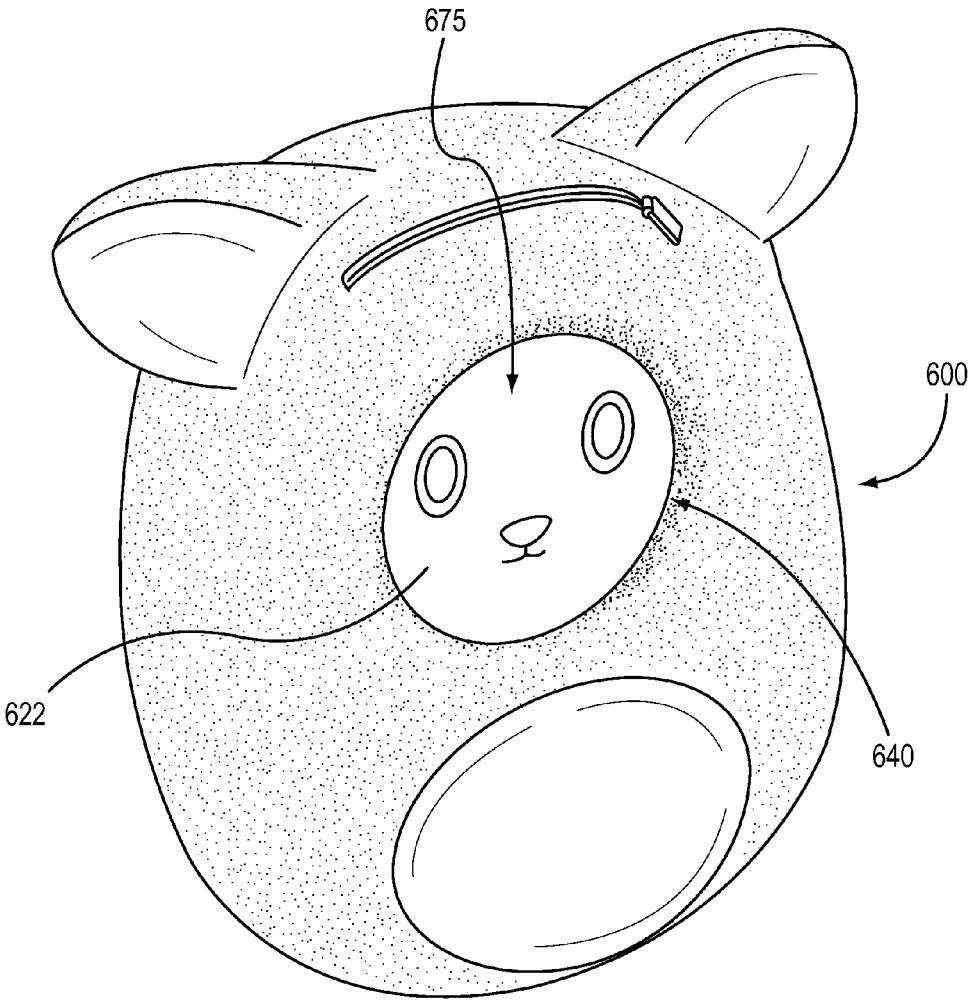


FIG.6

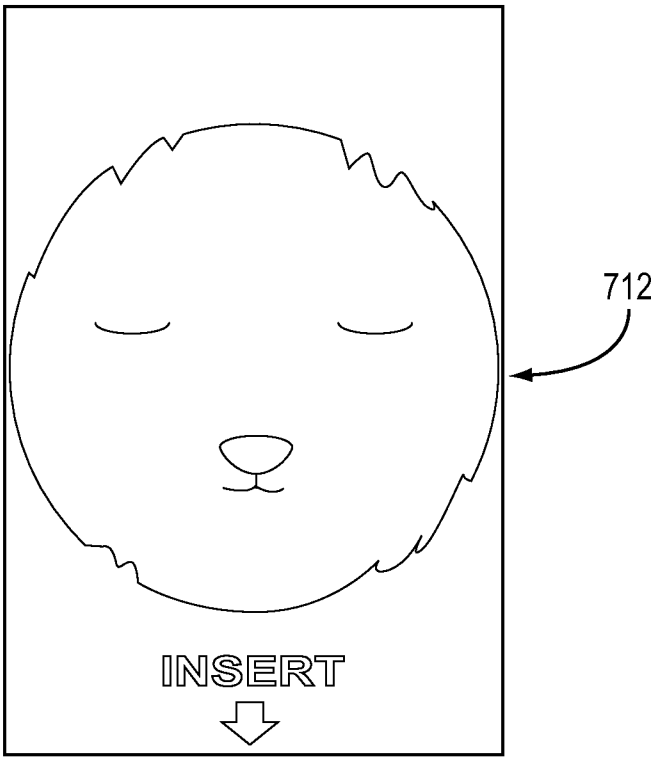


FIG.7

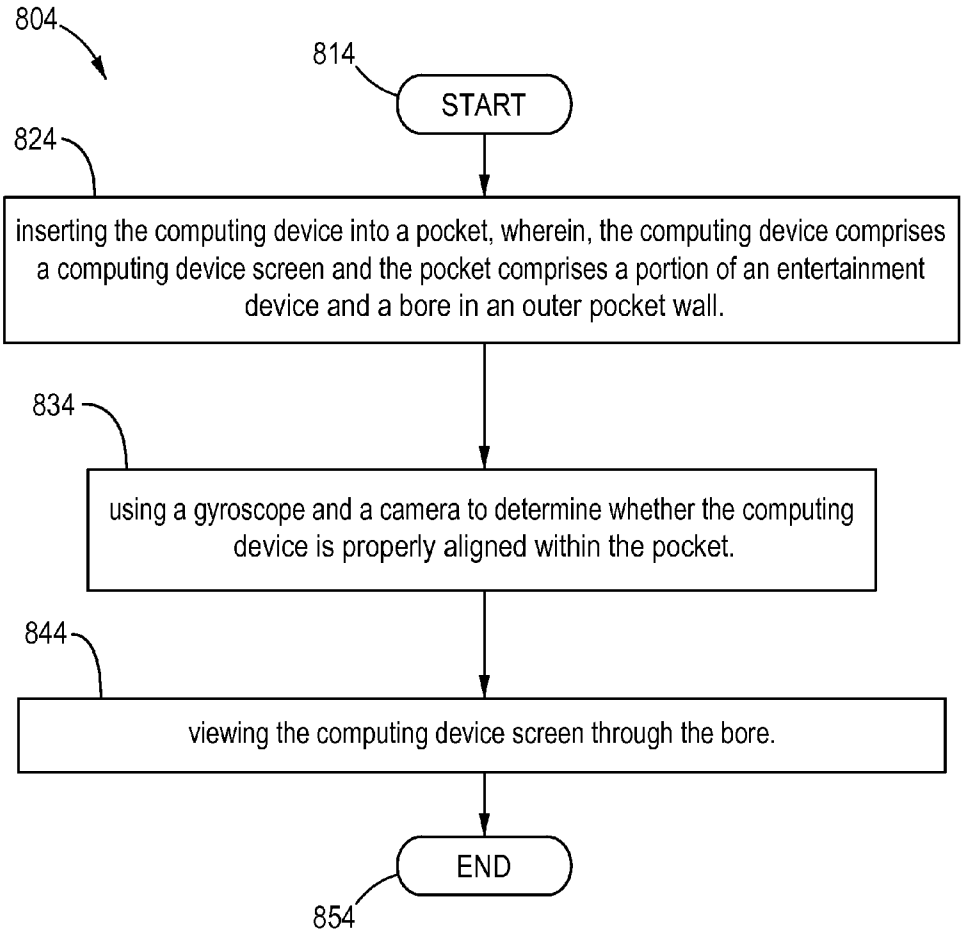

804
814
START
824
inserting the computing device into a pocket, wherein, the computing device comprises a computing device screen and the pocket comprises a portion of an entertainment device and a bore in an outer pocket wall.
834
using a gyroscope and a camera to determine whether the computing device is properly aligned within the pocket.
844
viewing the computing device screen through the bore.
END
854

FIG.8

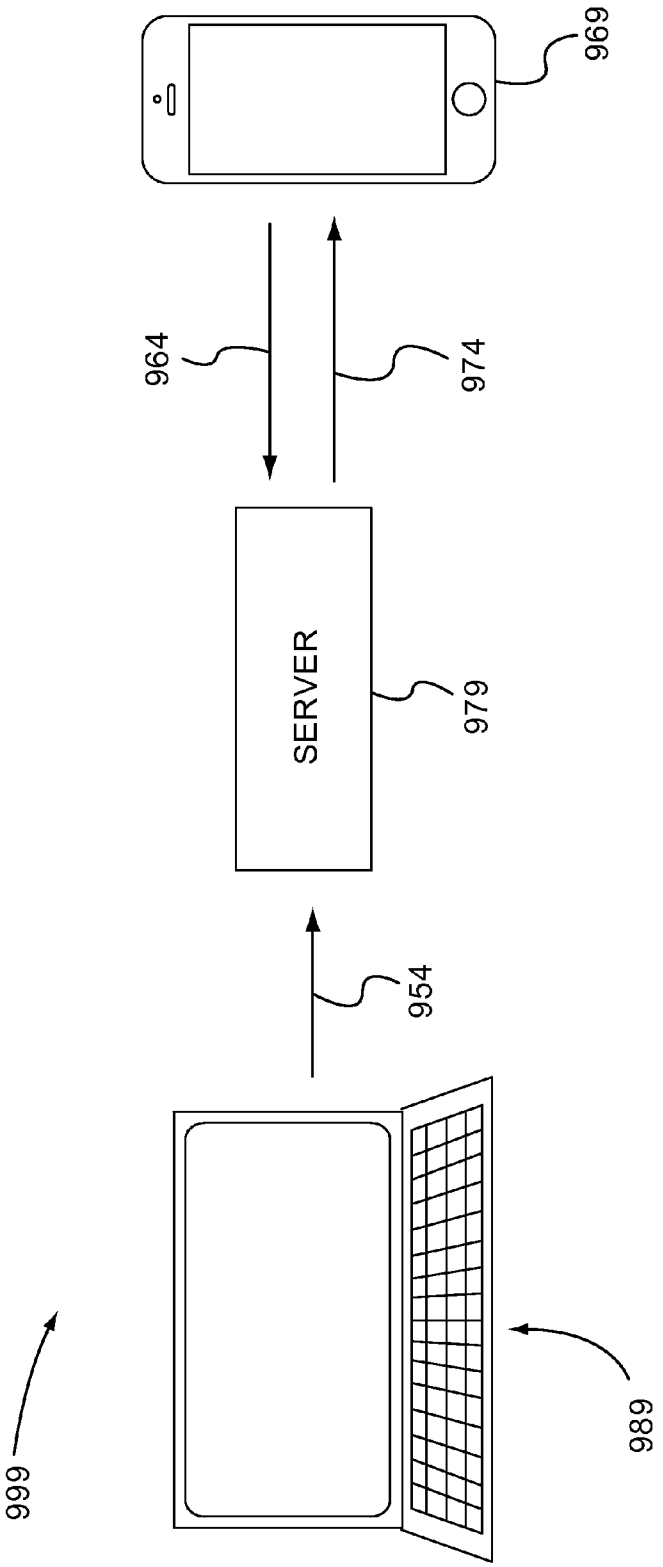


FIG.9

INTERACTIVE TOY

PRIORITY

[0001] This application claims priority to both U.S. Provisional Application No. 61/568,043, filed Dec. 7, 2011 entitled A Physical Children's Toy which Uses Mobile Phones to Deliver Content; and U.S. Provisional Application No. 61/669,027, filed Jul. 7, 2012 entitled Interactive Toy and Associated Application; both of which are incorporated by reference.

FIELD OF THE INVENTION

[0002] The present invention relates to software applications and associated devices. In particular, but not by way of limitation, the present invention relates to a children's plush stuffed toy, the plush stuffed toy being adapted to receive a mobile computing device having an application for use with the plush stuffed toy.

BACKGROUND OF THE INVENTION

[0003] It is known in the art that the timespan in which children's toys are used is often less than desired. This decreased use of toys by children may be due to the lack of content depth and engagement provided by the toy. For example, children may discard once-desired and oft-used items as children grow older or because the fun or challenging aspect of the toy is no longer fun or challenging to the child. However, adding new and/or additional features to a toy can be tedious and expensive.

SUMMARY OF THE INVENTION

[0004] In order to overcome the challenge of inexpensively and frequently updating children's interactive toys, a toy was developed that enables a user to cheaply and quickly provide new content to a child using the toy.

[0005] One embodiment of the toy comprises a stuffed plush animal and a mobile computing device software application. The stuffed plush animal may comprise a pocket adapted to receive the mobile computing device. At least one side of the pocket may comprise a bore. The bore may be adapted to enable a user of the toy to view a screen on the mobile computing device. The software application may be adapted to display a face to the user through the bore with the toy providing the facial or body features to enable the toy and application to appear together as an animal or fantasy creature. The software application provides a plurality of interactive applications including interactive storytelling, adventure games, learning features, music, and jokes.

[0006] Another embodiment of the invention comprises a device. One device comprises an outer material substantially encompassing an inner material, a cavity in the inner material, and an opening in the outer material providing access to the cavity. In one such embodiment, the opening and the cavity are adapted to receive a computing device. Furthermore, the computing device may comprise a computing device screen. Through a bore in the outer and inner material, the computing device screen may be adapted to be viewed by a user of the device.

[0007] Yet another embodiment of the invention comprises a method of operating a computing device. One method comprises inserting the computing device into a pocket, with the computing device comprising a computing device screen. The pocket comprises a portion of an entertainment device and a bore in an outer pocket wall. The method further comprises using a gyroscope and a camera to determine whether the computing device is properly aligned within the pocket and viewing the computing device screen through the bore.

[0008] And yet another embodiment of the inventions comprises a system. One system comprises an administrative computing device adapted to provide mobile computing device application updates, a media server adapted to receive the mobile computing device application updates, modify the mobile computing device application updates, and push the mobile computing device application updates. The system further comprises a plurality of mobile computing devices adapted to receive the mobile computing device application updates.

[0009] The above-described embodiments and implementations are for illustration purposes only. Numerous other embodiments, implementations, and details of the invention are easily recognized by those of skill in the art from the following descriptions and claims.

BRIEF DESCRIPTION OF THE DRAWINGS

[0010] Various objects and advantages and a more complete understanding of the present invention are apparent and more readily appreciated by reference to the following Detailed Description and to the appended claims when taken in conjunction with the accompanying Drawings wherein:

[0011] FIG. **1** depicts a skewed front view of a device according to one embodiment of the invention;

[0012] FIG. **1**A depicts the inner material across Section A-A according to one embodiment of the invention;

[0013] FIG. **2** depicts a top view of a device according to one embodiment of the invention;

[0014] FIG. **3** depicts a front view of a mobile computing device according to one embodiment of the invention;

[0015] FIG. **4** depicts a launch screen according to one embodiment of the invention;

[0016] FIG. **5** depicts a mobile computing device being inserted into a pocket of a device according to one embodiment of the invention;

[0017] FIG. **6** depicts an isometric view of a mobile computing device fully inserted into a device and displaying an animated face through a bore in the device according to one embodiment of the invention;

[0018] FIG. **7** depicts a snooze screen according to one embodiment of the invention;

[0019] FIG. **8** depicts a method that may be carried out with the embodiments described herein;

[0020] FIG. **9** depicts a computing system according to one embodiment of the invention.

DETAILED DESCRIPTION

[0021] Seen in FIG. **1** is a skewed front-view of a device **100** according to one embodiment of the invention. One device **100** may comprise a stuffed animal comprising an outer material **110** such as, but not limited to, a plush cotton fabric. The device **100** may further comprise an inner material such as, but not limited to, an elastomeric polymer. One type of elastomeric polymer may be silicone. The outer material **110** may comprise a plush surface and may substantially encompass, or surround, the inner material. For example, the outer material **110** may comprise a sewn textile such as, but not limited to a cotton or polyester blend and may surround an

internal filler material such as, but not limited to, silicone or another polymeric filler material.

[0022] Seen in FIG. **1**A is the FIG. **1** device **100** along section A-A and without the outer material **110**. As seen in in FIGS. **1** and **1**A, the device **100** may comprise a shape and one or more contours of a face such as, but not limited to, a head **120** and ears **130**. The device may further comprise a pocket **150**. In one embodiment, the outer material **110** may substantially cover the inner material **174** within the pocket **150**. The pocket **150** may be adapted to receive a mobile computing device such as, but not limited to, the mobile computing device **325** seen in FIG. **3**. As seen in FIGS. **1** and **2**, one pocket **250** may comprise an opening **132** in the outer material **210**, and as seen in FIG. **1**A, the pocket **150** may also comprise a cavity in the inner material **174**. The pocket **150** may also be referred to as an opening and/or a cavity.

[0023] Seen in FIGS. **1** and **1**A is a bore **140**. In one embodiment, the bore **140** may be located on a front surface **172** of the device **100**. However, it is contemplated that the bore **140** may be located on the side surface **170** or any other surface of the device **100**. In looking at FIGS. **1**A and **3**, upon inserting the mobile computing device **325** into the pocket **150**, the bore **140** may be used to view a screen **375** of the mobile computing device **325**. For example, the pocket **150**, as seen in FIGS. **1** and **1**A, may comprise internal pocket edges **105**, represented as the dashed line in FIG. **1**, which, along with the bore **140** and a display on the mobile computing device screen **375**, may be designed so that the display on the screen **375** may be viewed through the bore **140**.

[0024] In one embodiment, the display on the screen **375** may be associated with the overall design of the device **100**. For example, the device **100** may comprise a fantasy creature. In such an embodiment, the bore **140** substantially comprises a circle to resemble a contour of a face and the screen **375** may show various features of a face **422**, as seen in FIG. **4**. The FIG. **4** launch screen **432** may be shown on the mobile computing device screen **375** prior to insertion of the mobile computing device **325** into the pocket **150**, alerting a user which end of the computing device **325** to insert into the pocket through the arrow icon and text **424**.

[0025] The ears **130** may be adapted for use as a gripping device to angle the bore **140** and screen **375** towards, and properly display the screen **375** to a user upon insertion of the mobile computing device **325** into the pocket **150**. In one embodiment, the head **120** may substantially surround the bore **140**. It is contemplated that the bore **140** may be substantially rounded. However, other shapes such as, but not limited to, oval, rectangular, and square bores are also contemplated. Furthermore, the device **100** may also comprise a body **115**. On the body **115** may be a graphical display. It is contemplated that the device **100** may also comprise any other type of creature, animal, and/or inanimate object. For example, the device **100** may comprise a rocket ship. In such an embodiment, the bore **140** may substantially comprise a rectangular bore **140** and instead of a face, the screen **375** may comprise a window into the rocket ship.

[0026] Turning now to FIG. **5**, seen is one embodiment where the computing device **525** is being inserted into the pocket **250** seen in FIG. **2**. FIG. **6** shows the face **622** displayed on the screen **675** upon the computing device **525** from FIG. **5** being fully inserted into the pocket **250** in FIG. **2**.

[0027] It is contemplated that the software application which displays the face **622** on the computing device **325** may automatically determine the correct orientation of the mobile computing device **325** and face **622** for proper operation of the application, based on one or more settings in the application. For example, mobile computing device **325** may be used with a plurality of devices **100**, with each device **100** comprising a different design. One or more of the plurality of devices **100** may also comprise one or more pockets **250** and/or differently shaped bores **140**. Therefore, the orientation of the mobile computing device **325** and the display on the mobile computing device screen **375** may change according to the pocket **250** and/or device **100** being used. To change between orientations and displays, a user may select a device **100** and/or mode (i.e., pocket) being used. Alternatively, the software application may automatically determine the device **100** being used. Regardless of the orientation of the pocket **250** in the device **200** it is contemplated that the bore **140** and ears **130** or other facial, body, or device features may properly align with the face **622** or other image displayed on the screen **375**.

[0028] In one embodiment, proper orientation of the mobile computing device **325** within the pocket **250** may comprise placing one or more computing device speakers near a pocket opening. For example, in the mobile computing device **325** seen in FIG. **3** a speaker may be located proximal a device distal end **345**. In such an embodiment, the distal end **345** may be located near the pocket opening **132**, as seen in FIG. **1**. The pocket opening **132** may further comprise a resealable opening such as, but not limited to, a zipper. Such placement of the distal end **345** and speaker near the pocket opening **132** may ensure that less inner material **174** and outer material **110** is located near the distal end **345** and therefore, the sound emitted from the speaker to **132**

[0029] In one embodiment, a user may launch a software application associated with the device **100** on the mobile computing device **325** prior to inserting the mobile computing device **325** into the device **100**. In other embodiments, the software application may automatically launch upon inserting the computing device **325** into the device **100**. Upon launching the software application, the software application may display the face **422** seen in FIG. **4** in a launch screen **432**. The launch screen **432** may alert a user which end of the computing device **325** to insert into the pocket **250** through the arrow icon and text **424**. In one embodiment a distal end **445** of the launch screen **432** may be located near the distal end **345** of the mobile computing device **325**, as seen in FIG. **3**. Likewise, a proximal end **435** of the launch screen **432** may be located near the proximal end **335** of the mobile computing device **325**. In such an embodiment, the launch screen **432** may appear upside-down to a user of the mobile computing device **325** as operating system images or other images on the display screen **375** may orient and/or align the top and bottom of such operating system or other images oppositely to the launch screen **432**.

[0030] Such upside-down orientation of the launch screen **432** is displayed so that upon launching the software application on the mobile computing device **325**, a user will orient the mobile computing device **325** so that the distal end **345** of the mobile computing device **325** is located near the opening **132** of the pocket **250** upon inserting the mobile computing device **325** into the pocket **250**, as seen in FIGS. **2** & **3**. An upside-down orientation of the mobile computing device **325** relative to the device **200** may be desired when the pocket **250** opening is located near the top surface **260** of the device **200**. Such an orientation allows the sound emitted from the second speaker on the mobile computing device (e.g., while the soft-

ware application is in use) to be more clearly heard than if the distal end **345** of the mobile computing device **325** is located near a pocket distal end **185**, as seen in FIG. **1**. For example, the pocket distal end **185** may be substantially surrounded by filler material limiting the ability of sound emanated from any second speaker located at the distal end **345** to be heard clearly by the user in such an orientation. However, the opening of the pocket **250** may be substantially free of filler material allowing for sound emanating from the second speaker to be more clearly heard by a user when the distal end **345** of the mobile computing device **325** is located near the pocket **250** opening. All other images displayed by the software application mentioned herein may be similarly oriented unless otherwise stated.

[0031] Upon inserting the mobile computing device **325** into the device **600**, as seen in FIGS. **3** and **6**, the computing device **325** may be adapted to elicit a request from a user. However, before doing so, the computing device **325** may first determine that the speaker is located near the opening **132**, as seen in FIG. **1**. For example, the mobile computing device **325** may use a gyroscope to determine whether the mobile computing device **325** is placed in the proper orientation within the pocket **250**. One gyroscope may be an internal mobile computing device **325** gyroscope.

[0032] In one embodiment, the gyroscope may determine whether the mobile computing device **325** is oriented with a vertical axis **302** being oriented substantially vertically, but with the proximal end **335** substantially below the distal end **345**. In other words, the proximal end **335** may be located closer to the ground (at a lower elevation) relative to the distal end **345** and the distal end **345** may be located closer to the sky (at a greater elevation) relative to the proximal end **335**. Therefore, the mobile computing device **325** in the device **300** will be oriented in an upside-down orientation relative to FIG. **3**.

[0033] Upon determining that the mobile computing device **325** is properly inserted into the device **200**, the computing device **325**, through, for example, the software application, may prompt the user for a response. This prompt may comprise a change in the display shown on the screen **675**, such as, but not limited to, a blinking of the eyes in the face **622** and/or an opening and closing of the mouth. Sound may also be emitted from the speaker. A user response to the prompt may comprise a verbal response such as, but not limited to, a "yes" or "no" response or may comprise another one-word or multiple-word response such, as "play music" or "tell a story." Non-verbal responses are also contemplated such as, but not limited to, performing a specific motion with the device **100** upon insertion of the computing device **325**. One such motion may comprise throwing the device in the air, which may be followed by a phrase from the user such as, but not limited to, "let's play." The software application may also emit a sound during such movement, such as, but not limited to "whee!"

[0034] Based on the request from the device **600** and computing device **325**, and response from the user, the computing device **325** may determine what software application feature the user wishes to operate. For example, the application may inquire and/or the user response may inform the computing device **325** that the user wishes to hear music, so music installed on the mobile computing device **325** may be emitted. Alternatively, the application may inquire if the user wishes to hear a joke, or play a game, or hear a story. Depending on the response from the user, the application will provide the user with the desired experience. The response may also accept touch responses on the screen **675**. Verbal or other sound-based user responses may be provided to the computing device **325** through a microphone on the computing device **325** or otherwise communicatively coupled to the computing device **325**.

[0035] The computing device **325** may further comprise a camera and take a plurality of 0.5 s-3 s exposure photographs. The photographs may be taken at regular intervals. The brightness of the pixels in each image may be averaged to determine overall amount of light hitting the at least one camera. If the brightness of the pixels is below a threshold of about 2% of the possible brightness as set by the application for one or more cameras, and the orientation of the mobile computing device **325** is determined, by a gyroscope in one embodiment, to be proper for the specific device **100** design and pocket **250** orientation, it may be determined that the mobile computing device **325** has been properly placed into the pocket **250** with the speaker located near the opening **132**, and a response may be elicited from a user.

[0036] Similarly, a plurality of long exposure shots may be taken from at least one mobile computing device camera. Such long exposure shots may be taken at a regular time interval. If the brightness value for the pictures take is above a threshold for one or more pictures, the application may switch to a snooze screen **712**. One threshold may comprise 2% of a maximum brightness as set by an application for one or more cameras. The use of these long exposure shots may prevent accidentally switching between the snooze screen **712** and the launch screen **432** In one embodiment, the threshold is set such that enough light that will pass through a user's finger so if the finger is accidentally placed over the camera, the transition between screens may not occur.

[0037] Although the terms gyroscope and camera are used herein to determine whether the mobile computing device **325** is properly oriented within the pocket **150** and device **100**, it is contemplated that other sensors may be used. For example, a proximity sensor, a light sensor, and/or a RFID sensor may be used alone, or in conjunction with any other sensor described herein to determine if proper placement of the mobile computing device **325** within the device **100** has occurred.

[0038] Turning now to FIG. **8**, seen is a method **804** of operating a computing device such as, but not limited to the mobile computing device **325** seen and described above in FIG. **3** and elsewhere. One method **804** starts at **814** and at **824** comprises inserting the computing device **325** into a pocket such as, but not limited to the pocket **250** seen and described above with reference to FIG. **2** and elsewhere. In one such method **804**, the computing device **325** comprises the computing device screen **375** and the pocket **250** comprises a portion of an entertainment device such as, but not limited to, the device **100** seen and described above with reference to FIG. **1** and elsewhere. One pocket **250** may comprise the bore **140** which may be located in an outer pocket wall **142**, as seen in FIG. **1**A. In one embodiment, the entertainment device may comprise outer material **110** comprising a plush and soft material substantially encompassing an inner material **174** comprising an elastomeric polymer. The entertainment device may further comprise a children's toy such as, but not limited to, an interactive stuffed animal.

[0039] At step **834**, the method **804** may comprise using a gyroscope and a camera to determine whether the mobile computing device **325** is properly aligned within the pocket. For example, and as described above, the brightness of one or

more pictures taken with the camera may be determined. This information, along with a determination from a gyroscope that the computing device **325** is in a proper orientation for a given and designated pocket **250** design, may be used to determine that the computing device **325** is properly aligned with a device **100**.

[0040] Proper orientation of a computing device **325** within the device **100** may ensure that at least a portion of a display on the computing device screen **375** may be seen by a user through the bore **140**. At step **844**, the method **804** comprises viewing the computing device screen **375** through the bore **140**. The method **804** may comprise viewing an animated graphic on the computing device screen **375**. The animated graphic may be adapted for display through the bore **140**. For example, as seen in FIG. **4**, the launch screen **432** may comprise a face **422** having a generally circular shape and the device **500** seen in FIG. **5** may comprise a bore **540** also having a generally circular shape. In such an embodiment, the circular launch screen **432** is adapted to be viewed through the circular bore **540**. Other shapes, sizes, and designs of the launch screen **432** animated graphic and bore **540** are contemplated. The launch screen **432** graphic and bore may also be related to the design of the device **500**. For example, where the device **500** is a furry fantasy creature as seen in FIG. **5**, the launch screen graphic may comprise a furry face. However, if the device **500** is a sports player, the launch screen **432** graphic may display a sports player face.

[0041] One method **804** may further comprise requesting one of a verbal and a motion response from a user of the entertainment device. For example, and as discussed above, upon inserting the mobile computing device **325** into the device **600** and displaying the face **622** seen in FIG. **6**, the computing device **325** may ask a question of the user, such as, but not limited to, providing the user a list of options and/or games the device **600** may play with the user. The user may then provide one of a verbal and a motion response—such as, but not limited to, choosing one of the choices. Upon recognizing the response from the user, the device **600** may audibly issue a reply. For example, one reply may be to tell the user a joke or to play music saved on the computing device memory.

[0042] In one method **804** the step **824** of inserting the computing device **325** into the pocket **250** may comprise inserting the computing device **325** upside down into the pocket **250**. For example, and as seen in FIGS. **3** and **5**, the proximal end **335** of the device **325** may be the first end inserted into the pocket **250**, with the proximal end **435** of the launch screen **432** also being the first end of the launch screen **432** inserted into the pocket **250**. Prior to inserting the device **325** into the pocket **250**, the launch screen **432** may appear upside-down to a user. For example, a computing device **325** is often oriented as displayed in FIG. **3**: with the proximal end **335** of the device higher than the distal end **345**. Since the proximal end **435** and distal end **445** of the launch screen **432** seen in FIG. **4** will be aligned with the proximal end **335** and distal end **345** of the computing device **325**, the launch screen **432** may not appear to the user as properly vertically aligned. However, as seen in FIG. **6**, when viewing the computing device screen **675** through the bore **640**, an animated graphical display such as, but not limited to, an animated face **622** may appear as aligned in a proper orientation relative to a user and an orientation of the entertainment device **600**.

[0043] In one method **804**, the step **834** of using a gyroscope and a camera to determine whether the computing device **325** is properly aligned within the pocket **250** may comprise using an on-board computing device gyroscope to determine whether the computing device **325** is vertically-aligned. Furthermore, the camera may take one or more pictures and a brightness threshold may be implemented by the software application for the one or more pictures to determine an amount of light hitting the camera. If the brightness threshold is not reached, the computing device **325** may determine that the device has been properly inserted into the pocket **250**. The method **804** ends at **854**.

[0044] Turning now to FIG. **9**, seen is a system **999**. One system comprises an administrative computing device **989** adapted to provide mobile computing device application updates to a media server **979**. For example, the administrative computing device **989** may reside at a remote location and a software developer may develop and provide software application scripts to the media server **979**. One type of software application scripts may include one or more audio files.

[0045] Upon receiving the scripts, the media server **979** may process the scripts. In one embodiment, the server **979** may also be in communication with one or more mobile computing devices **969**. Each of the one or more mobile computing devices **969** may send usage data relating to an operation of a software application on the mobile computing device **969** to the media server **979**. For example, in the embodiments described above, upon placing the mobile computing device **325** into the pocket **250** and the mobile computing device **250** requesting a response from a user, a user may frequently choose to hear a joke. This usage data information **964** may be sent to the media server **979**.

[0046] The update **954** received from the administrative computing device **989** at the server **979** may comprise updates to a plurality of features and content on the software application such as, but not limited to, joke content, story content, and music content. Upon receiving the update **954** from the administrative computing device **989** and receiving the usage data information **964** from the mobile computing device **989**, the media server **979** may comprise an individualized update to each of the mobile computing devices **969** based on this information. When, for example the user often chooses joke content on the software application, a substantial portion of a modified update **974** sent to the mobile computing device **969** may comprise updated joke content. In one embodiment, the media server **979** is adapted to push the modified update **974** to the mobile computing device **969**. The modified update **974** may also be referred to herein as a mobile computing device application update or updates. It is contemplated that the modified update **974** may be substantially directly provided to the mobile computing devices **969** and an application store may not be used to provide such updates although the initial application, which may be stored on a mobile computing device memory, may be downloaded or otherwise accessed from an application store.

[0047] As stated above, the updates **954** provided to the server **979** may comprise audio updates. For example, new responses issued to a user upon inserting a computing device **325** into a pocket **250** may be provided to the mobile computing device **969**, based on the user's prior use of the application. Such audio updates may be modified by the server so that upon emitting the audio at the mobile computing device **969**, each audio file comprises a substantially similar pitch—i.e., it sounds like the same voice is speaking/providing each audio file. Such a pitch may be a predetermined pitch, based on the type of device **100** that a user is currently using.

Multiple pitches may be provided if a user employs a plurality of different types of devices **100**.

[0048] Those skilled in the art can readily recognize that numerous variations and substitutions may be made in the invention, its use and its configuration to achieve substantially the same results as achieved by the embodiments described herein. Accordingly, there is no intention to limit the invention to the disclosed exemplary forms. Many variations, modifications and alternative constructions fall within the scope and spirit of the disclosed invention as expressed in the claims.

What is claimed is:

1. A device comprising,
an outer material substantially encompassing an inner material;
a cavity in the inner material;
an opening in the outer material providing access to the cavity, wherein,
the cavity is adapted to receive a computing device,
the computing device comprises a computing device screen; and
a bore in the outer material and inner material, wherein the computing device screen is adapted to be viewed through the bore.

2. The device of claim **1** wherein, the outer material, inner material, and computing device screen provide at least one of a shape and one or more contours of a face.

3. The device of claim **2** wherein, the computing device is adapted to request a response from a user upon determining that the computing device is properly inserted into the cavity.

4. The device of claim **3** further comprising,
a gyroscope and a camera in communication with the computing device; and wherein,
the gyroscope is adapted to determine whether the computing device is properly aligned within the cavity, and
the camera is adapted to determine whether the computing device has been inserted into the cavity.

5. The device of **4** wherein, the camera is adapted to determine whether the computing device has been inserted into the opening and cavity by determining the brightness in one or more photographs.

6. The device of claim **4** further comprising a microphone in communication with the computing device, and wherein,
the device is adapted to respond to verbal communications from a user through the microphone by at least one of,
modifying a display on the computing device screen, and
emitting a sound through a computing device speaker.

7. The device of claim **6** wherein,
the gyroscope and a camera further determine that the computing device speaker is located near the opening;
the outer material substantially covers the inner material within the cavity;
the opening is a resealable opening.

8. The device of claim **1**, wherein the device comprises a plush, stuffed toy.

9. A method of operating a computing device comprising,
inserting the computing device into a pocket, wherein,
the computing device comprises a computing device screen,
the pocket comprises,
a portion of an entertainment device, and
a bore in an outer pocket wall;
using a gyroscope and a camera to determine whether the computing device is properly aligned within the pocket; and
viewing the computing device screen through the bore.

10. The method of claim **9**
wherein,
the entertainment device comprises a children's toy having an outer material comprising a plush and soft material substantially encompassing an inner elastomeric polymer; and
further comprising,
requesting one of a verbal and a motion response from a user of the entertainment device,
providing one of a verbal and a motion response from the user,
audibly issuing a reply to the response from the computing device.

11. The method of claim **9** wherein, viewing the computing device screen through a bore comprises viewing an animated graphic on the computing device screen.

12. The method of claim **11** wherein, the animated graphic comprises, a graphic adapted for display through the bore and related to a device design.

13. The method of claim **9** wherein,
inserting the computing device into a pocket comprises inserting the computing device upside down; and
viewing the computing device screen through the bore comprising viewing an animated graphical display in a proper orientation relative to a user and an orientation of the entertainment device.

14. The method of claim **9** wherein, using a gyroscope and a camera to determine whether the computing device is properly aligned within the pocket comprises, determining whether the computing device is vertically-aligned;
taking one or more pictures; and
using a brightness threshold in the one or more pictures.

15. A system comprising,
an administrative computing device adapted to provide mobile computing device application updates;
a media server adapted to,
receive the mobile computing device application updates,
modify the mobile computing device application updates, and
push the mobile computing device application updates; and
a plurality of mobile computing devices, wherein each of the plurality of mobile computing device is adapted to,
provide usage data for each of the plurality of mobile computing devices to the media server, and
receive the mobile computing device application updates, wherein each of the computing device application updates and are created based at least in part on the usage data.

16. The system of claim **15** wherein, the updates comprise audio updates.

17. The system of claim **16** wherein, the audio updates are adapted to be modified to a predetermined pitch.

18. The system of claim **15** wherein, the modifying the computer application updates comprises modifying the computing application updates for each individual user.

19. The system of claim **18** wherein, modifying the computing application updates for each individual user comprises by using the individual user's pervious use of the application.

20. The system of claim **17** wherein, the system further comprises a stuffed plush toy.

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