



## Griffin Introduces Fun, New Features to Popular AppPowered Toys – HELO TC and Woogie

*New interactive Woogie App for iOS and missile-launching HELO TC Assault debut at Griffin's CES booth, located in [North Hall, Booth 5212](#)*



**Las Vegas – January 11, 2012** – Griffin Technology, one of the world's foremost creators of innovations for everyday life, will unveil new enhancements to its wildly popular toys at CES – including a Woogie App for iOS that generates authentic, interactive faces for the plush toy, a missile-launching HELO TC remote-controlled helicopter for both iOS and Android, as well as an universally compatible version of the original HELO TC for both Android and iOS platforms.

“HELO TC and Woogie were among Griffin's best sellers during the 2011 holiday season, and they continue to be extremely popular among people of all ages,” said Mark Rowan, President of Griffin Technology. “We're taking these designs and building on them, introducing fun features like missile launchers, a face-generating app that adds personality to Woogie, and a few compatibility enhancements to bring the toys to an even broader base of mobile users – specifically Android users.”

[HELO TC Assault](#) is ideal for covert missions (like surprising your cubicle mates). It adds the excitement of six live-fire missiles, launched via a quick tap on the smartphone's touchscreen. Just plug the included Flight Deck module into the headphone jack of any iOS or Android device, download the HELO TC Assault app, and users are ready to fly and attack from the sky. The app even provides features not available with other RC helicopters, such as Auto Land which brings the HELO TC Assault down for a safe landing with a tap of the touchscreen controls.

[HELO TC for Android and iOS](#) is similar in form factor to the original iOS model that launched in Fall 2011, now updated to work with both platforms. To get started, users download the free HELO TC app, plug the Flight Deck into the smartphone's headphone jack and fly the HELO TC in one of two ways: touch control (using a virtual joystick on the touchscreen display) or tilt to steer (tilting the smartphone to maneuver the chopper). Both new HELO TC models feature intuitive, easy-to-learn and easy-to-use controls, a stable twin-rotor design, and the ability to record up to three Flight Plans for easy repetition. [HELO TC for Android and iOS](#), \$49.99, will be available in late January and [HELO TC Assault](#), \$59.99, will be available this Spring on [www.GriffinTechnology.com](http://www.GriffinTechnology.com).

More than just a case, [Woogie 2](#) is the original huggable case for iPhone and iPod touch. Woogie 2 features a newly interactive personality, thanks to the Woogie App for iPhone and iPod touch, debuting at CES. The new app brings Woogie to life with 10 unique faces activated by a variety of actions, such as laughter when the Woogie is tickled, dizziness when the Woogie is shaken, the ability to repeat words and phrases spoken to it, and the tendency to fall asleep when left alone. Parents will be glad to know they can even play the Quiet Game with the Woogie App, disabling the talk-back feature. Woogie's funny, friendly eyes and activities help make the world's favorite huggable case even more loveable. The Woogie App for iOS is a free download from the iTunes App Store that is estimated to be available the week of CES.

Griffin Technology's 2012 line-up will be on display at CES 2012, (booth located in the [North Hall, Booth 5212](#)).

For more information about Griffin Technology, visit [www.griffintechology.com](http://www.griffintechology.com).

### **About Griffin Technology**

Founded on Paul Griffin's kitchen table in 1992, Griffin Technology Inc., is today one of the world's foremost creators of accessories for home, mobile, and personal technology. Unique products such as iTrip®, PowerMate®, iFM®, iMic® and Evolve® Wireless Speaker System have broken new ground in consumer electronics and created loyal fans the world over. Today, Griffin products are conceived, designed and developed in-house and continue to push the envelope of the industry they helped create. Learn more about Griffin's entire range of ingenious designs at [www.griffintechology.com](http://www.griffintechology.com), [www.facebook.com/griffintech](http://www.facebook.com/griffintech) and on Twitter, [@griffintech](https://twitter.com/griffintech).

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