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The School of Thought

Internet Interpet

We come across the wild and wonderful in pet products over the Internet and the Christmas season is always the best time to pick up on them. Some came from local sources but most are available only overseas.

In a recent issue of PC World US magazine, nine products were profiled at <http://www.pcworld.idg.com.au/article/274177> which starts with a computerised thin fish tank with embedded LCD panel that allows you to monitor filtration, temperature, oxygen and lighting with no fiddling. Everything is self-contained.

The Aqua Vista can be hung on a wall like a flat screen TV or painting or can sit at a desk or on furniture. Only 15 minutes a month of maintenance is needed for freshwater applications or 10 minutes a week for saltwater.

Japan-based Takara Tomy has come out with two electric consoles, the Meowlingual and the Bowlingual (for cats and dogs, respectively), that translate all of your pet's deepest thoughts and feelings. That is if your pets speak Japanese! Each device's technology slots a meow or bark into one of six standardized emotion categories (the categories differ between species) and then announces a humorous phrase to represent that emotion. There is an English version for dogs but cats didn't cut it.

Sega Toys has debuted the robotic cat, Yume Neko Smile (translates to "Dream Cat Smile") which purrs, meows, blinks its eyes, and moves its head. If you pull the tail it'll hiss at you. Thankfully it won't spray in the corners and doesn't require kitty litter.

With hidden sensors beneath the fur, Yume Neko Smile is incredibly lifelike but there are some spooky aspects. It is currently available only in Japan, but you can find it at some specialty online stores that sell Japanese products into Australia.

One of the cool things to make it to Australia is the Pets Eye View digital collar camera. It's been debuted in Australia through the appropriately named CoolThings.com.au and is only \$99.

The tiny camera on your pet's collar will let you see through the eyes of your cat or dog while they tour the neighbourhood getting up to all kinds of mischief. Or you can see what they do when left at home. It clips onto your pet's collar just like an ID tag, so your pet won't even know its there! The internal memory stores over 40 photos, and the timer can be set to automatically take a shot every 1, 5, or 15 minutes.



Pets Eye View digital collar camera

Including a USB charger, USB cable, and lithium-ion battery, the Pet's Eye View Camera has 640 x 480 resolution for 4 x 6 inch prints. Its water-resistant ABS housing will keep it secure while your friend roams the world, giving you the chance of a lifetime to actually see all the stories your pet has been dying to tell you for years! Compatible with PC or Mac computers.

www.coolthings.com.au/pets-eye-view-camera-p-943.html

pookinuk.com.au

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Peeing On Stuff for Dummies is a book that had to happen. The franchise for idiot proof books was starting to run out of steam until this one covered fire hydrants, trees, carpets and the owner's leg. Of course it's a spoof.

www.freakingnews.com/Dog-Supplies-Pictures--755.asp

The latest creation from Mac is the iPup. This brand new, dog friendly, Mp3 player allows you to use the headphones for your music listening OR use the brand new "Sonitech" Speaker which converts your music to a level above the human ear's hearing range so you can share your music with all of your dog friends without disturbing the humans around you. No it's not real!

www.freakingnews.com/iPod-Pictures-16425.asp

Now your pet can enjoy sleeping in style with their very own Furrari bed. It's almost the same as a real Ferrari and for US\$270, it's a bargain. You can also purchase NYC taxi cabs. This bed measures 40cm x 60 cm so it may only be suitable for smaller pets. And for the girl poochies there are Sniffany beds and Chewy Vuiton beds. Available through Wrapables.com. And they are real.

www.wrapables.com/jsp/ProductDetail.jsp?ProductCode=A52892&prodlist=celebros

Another Bizarro find is from a site called Gallery of The Absurd at www.galleryoftheabsurd.typepad.com/14/2008/07/rachael-rays-do.html

They gave us permission to reproduce some of the text of their spoof and a great food shot which would make Gordie curse all the way to the bank.



The iPup by webwizard - FreakingNews.com

Rachael Ray's Dog Food Kicks Off Disturbing Celebrity Chef Trend

Rachael Ray has planted the seed of what is sure to be the next big thing for celebrity chefs. Rach just announced her new dog food "Nutrish" and it's full of "real meat and veggies" with just a "dash of EVOO". Hey, sounds better than some of the recipes for her human food! She's giving a portion of Nutrish sales to pet charities, so I can't tease her too much about it. However...

Because celebrity chefs can't seem to get enough of hawking books, magazines, endorsements and branded items such as condiments, kitchen bobble heads, cookware, and deep fryers, we can be fairly certain other big name blowhard chefs will announce their own brands of dog food. A sampling:

Mario Batali will offer a premium dog food "inspired" by the flavors of Italy. Maccheroni alla Chitarra with Warmed Tripe and Crushed Squab in Wild Chive Foam and Fennel Dusted Sweetbreads.

Hell's Kitchen chef Gordon Ramsay will further cash in on his draconian image by offering a branded premium canine cuisine aimed at aggressive breeds such as Dobermans, German Shepards and Chihuahuas.

Paula Deen just can't help herself y'all. She'll debut a dawg food inspired by her down home Southern cookin' and will include such tasty vittles as Bubba's Country Fried Steak and Gravy and savory Sausage Pie."

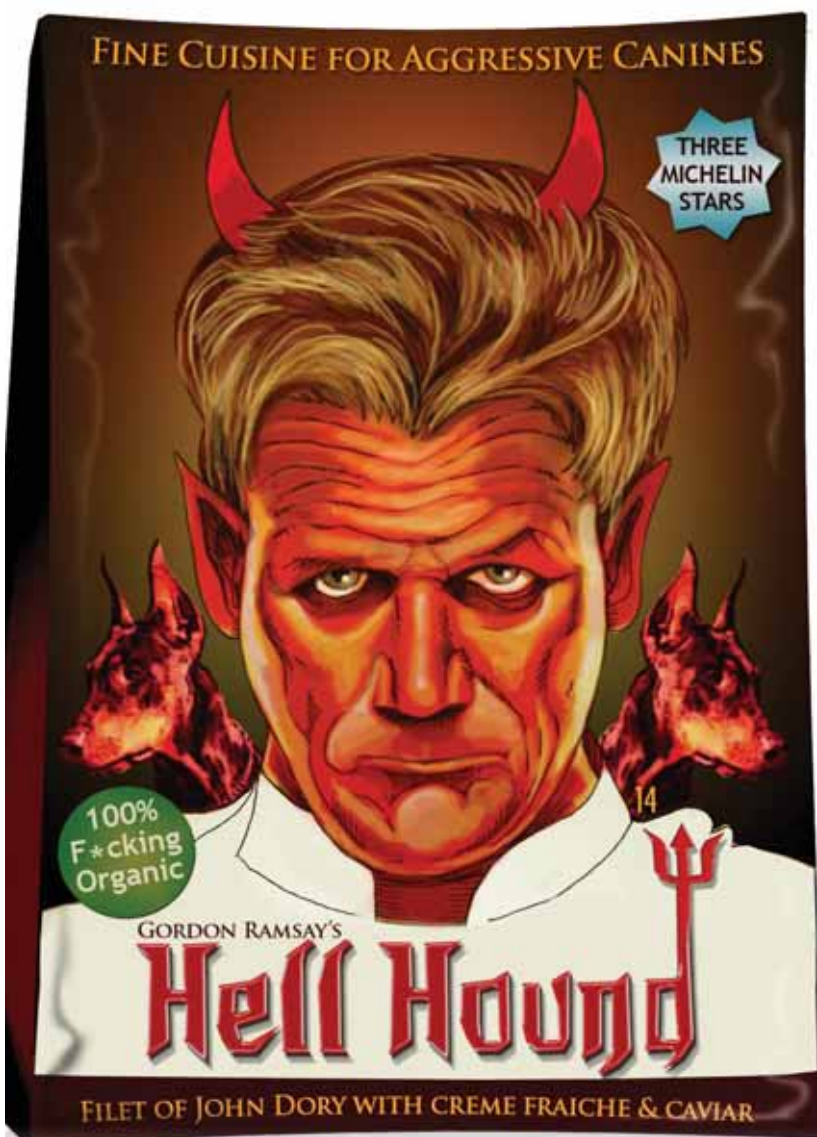
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