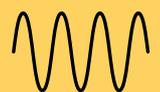
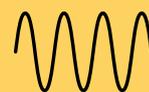
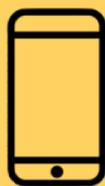
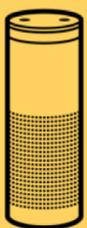




Overview

Hijinx™ is a creative toy company focused on understanding how people play. Hijinx™ use that insight to create memorable play experiences for kids of all ages and change how children interact with content.

Hijinx™ chose to partner with Chirp under a multi-year worldwide exclusive agreement to create Hijinx Alive™ powered by Chirp™ technology for use across their portfolio of toys, enabling them to interact with content played on any device. First off, Hijinx and Chirp launched the official Beat Bugs™ interactive toys to accompany the Emmy-award winning Netflix TV series, where episodes explore the narrative of songs made famous by the Beatles in a child-friendly fashion.



Needs

- Develop a mechanism to enable the official Beat Bugs Hijinx Alive™ toys to sing along with the Beat Bugs Netflix show
- Develop a solution that does not require additional audio to be overlaid on to the broadcast due to the risk of streaming media compression stripping this out
- Ensure that the technology enables the toys to ‘sing along’ with the characters as they sing on the show, regardless of the device that the show is being played on
- Embed technology onto the low cost, low power Arm Cortex M4 chip

Solution

- A new solution that enables the Beat Bugs toys to recognise portions of the shows existing audio, fully delivered onto the toys and QA'd within 6 weeks
- Beat Bugs toys reacting within milliseconds of the Beat Bugs characters singing on the show, effectively singing ‘in sync’
- Hijinx Alive™ powered by Chirp™ technology released to market
- Hijinx Alive™ powered by Chirp™ Beat Bugs toys released to Target (US) with Tesco (UK) and Australia release forthcoming

Results

“Ambitious global projects with short deadlines are inherently risky. Even more so, if the project involves new technology that is developed from scratch. The key to our success was having the right team, a confident, talented team that was not afraid of a big challenge. We needed a creative data-over-audio solution and the Chirp team delivered everything that we wanted and more.

Working with our company on three continents, Chirp delivered an excellent, fully-QA'd product in record time and they did it with creativity, tenacity, resourcefulness, and a great sense of humor.

We are delighted to have the Chirp team as an extension of our own team.“

Creata, Owner of Hijinx

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