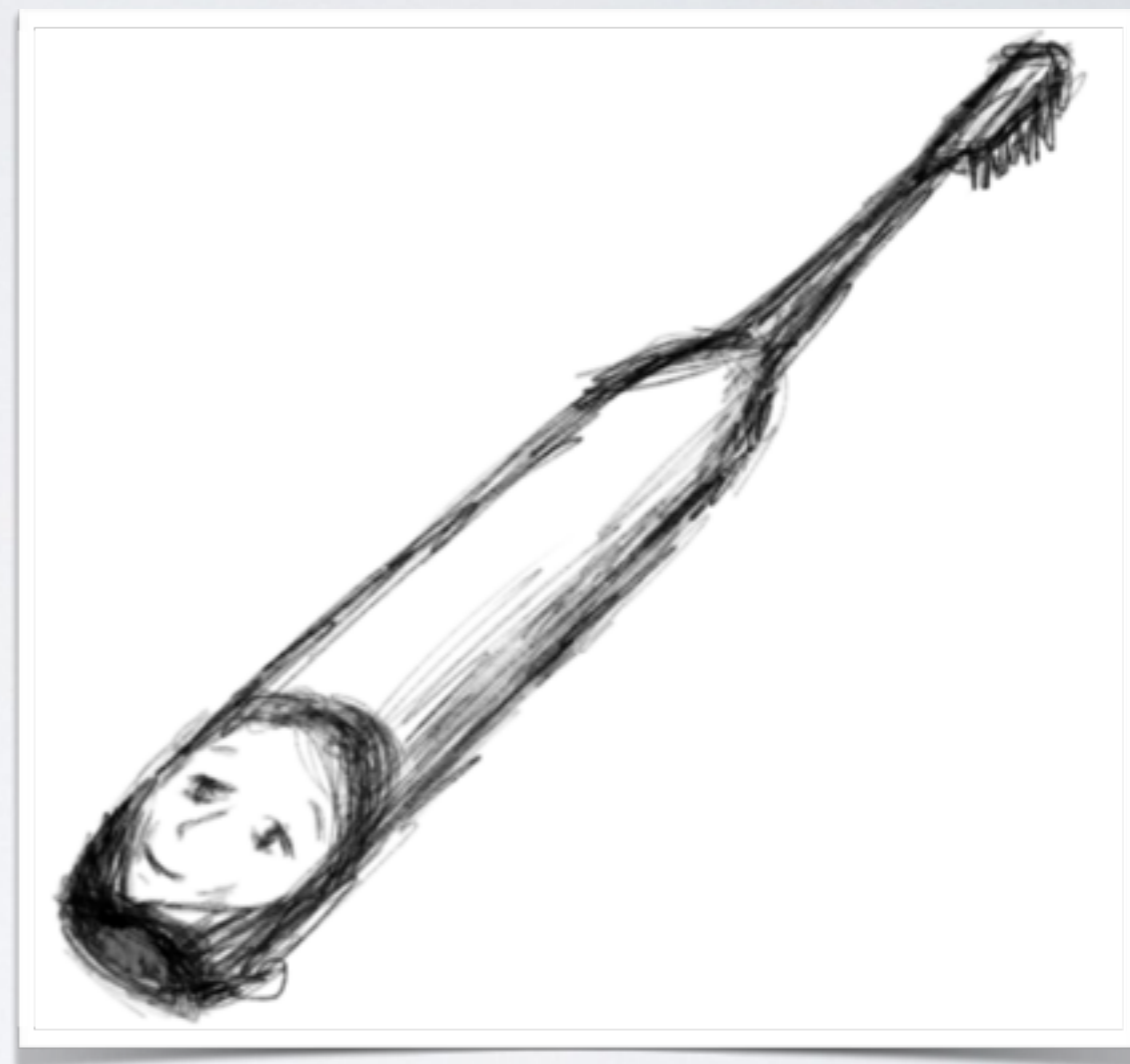


TOOTHBRUSH FAIRY

It's alive!

FAIRIES NEED TO BE HAPPY

- Fairies want your teeth to be clean
- Shake it hard enough to keep her happy
- Shake it long enough to make her satisfied
- If you don't brush all places, she'll remind you where you missed
- She also will encourage you for progressing 25%, 50%, 75% and when you're done.

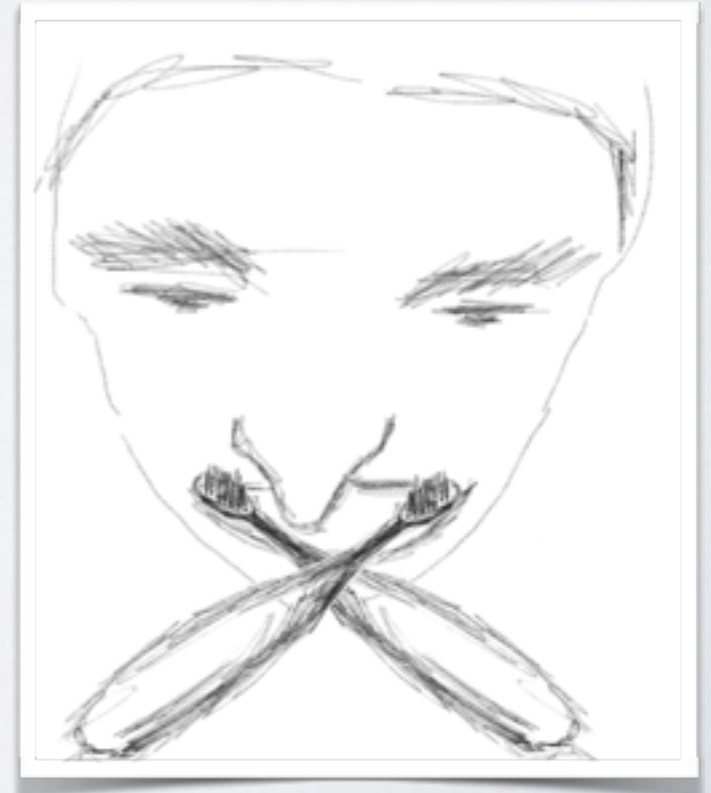
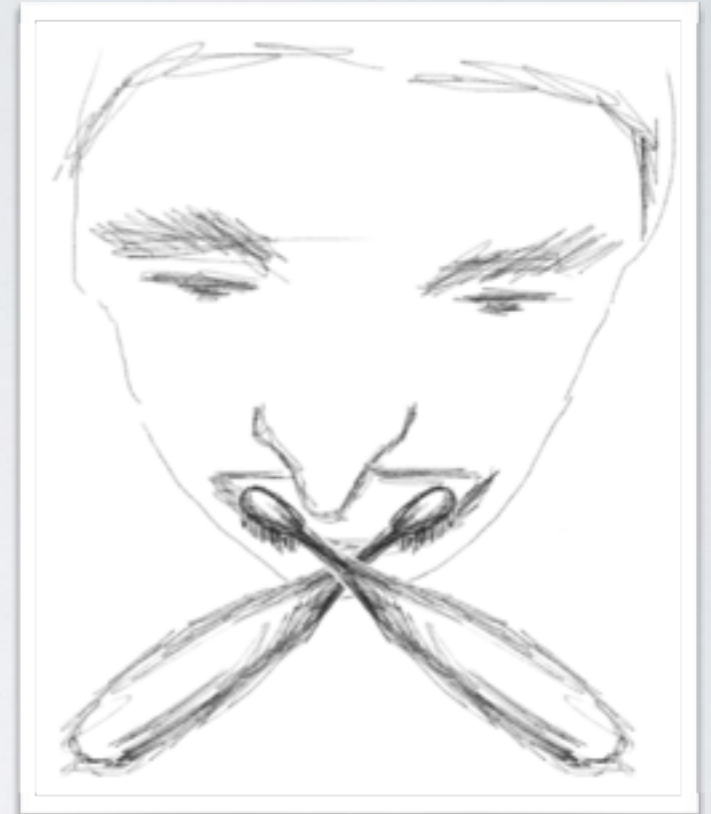


BRUSHING

- Uses accelerometer and pressure sensor to detect how hard, fast and much you have shaken
 - Acceleration
 - Number of strokes, time, or amount of accumulated movement
 - Force you apply
- Progression is encouraged by voice: “you’re doing great, keep going!” and “yeehaa, great job!”
 - Or could just be a lit progress bar
- Checking how well you are brushing
 - When you are pressing it too hard, says “softer!”
 - When too slowly, says “faster!”
 - Or could just have a red/green light

GUIDANCE

- Uses gyroscope to see how long the brush is in what position
- Can detect how much time is spent on each part of your teeth
- Fairy then gives feedback on your brushing performance



OTHER STUFF

- Could have an lcd to display the face and emotion of the fairy
- Only the head of the toothbrush needs to be changed
- Multiple toothbrushes for each family member that would sync in the charging station
 - Would allow all kinds of gameplay elements between family members
- Base station is connected online and enables parents to track their kids brushing activities

