

The New York Times

Personal Tech

October 23, 2008

A Charm to Take Little Pixies Off the Web and Home to Play

By WARREN BUCKLEITNER

Everything these days seems to have some kind of computer chip — car keys, credit cards and now your daughter's charm bracelet. A collaboration between the [Walt Disney Company](#) and the toy maker Techno Source, Clickables are a line of toy jewelry items made to interact with Disney's Pixie Hollow Web site.

Clickable toys connect to your PC and allow your child to interact with and download certain elements on the Pixie Hollow site, like fairy images, for offline viewing. The bridge between online and offline activity is a special charm that can also be played with separately, away from a computer connection.

The charms are sold in sets of three for \$6, but using them requires the additional purchase of a special USB dock that comes in the form of a bracelet (\$20) or a jewelry box (\$30).

Your child will have to be adept at creating passwords, managing an online account, downloading and installing software on your Windows computers and managing a USB connection. Hey, perhaps this is educational after all. WARREN BUCKLEITNER