

CAUTION - ELECTRIC PRODUCT. Not recommended for children under 8 years of age. As with all electrical products precautions should be used and observed during handling and use to prevent shock.

PLEO™

A COMPANION GUIDE

www.pleoworld.com

We can't wait for you to get started with Pleo! To ensure your and Pleo's safety, please review and abide by the precautions below and the Warranty which is included in package, (the "Warranty").

CAUTIONARY GUIDELINES:

USE PLEO IN DRY, INDOOR LOCATIONS ONLY. TO PREVENT ELECTRIC SHOCK, NEVER IMMERSE OR STAND PLEO, THE BATTERY CHARGER BASE, OR THE AC ADAPTOR, IN WATER OR OTHER LIQUIDS. NEVER PLAY WITH PLEO, THE BATTERY CHARGER, OR AC ADAPTOR, WHILE IMMERSED OR STANDING IN WATER YOURSELF. DO NOT INCINERATE PLEO OR THE BATTERY PACK AS BATTERIES MAY EXPLODE. DO NOT DISPOSE OF PLEO'S BATTERY PACK AS GENERAL WASTE. PLEO'S BATTERY PACK CONTAINS NICKEL METAL HYDRIDE AND MUST BE DISPOSED OF AS HAZARDOUS WASTE.

NEVER IMMERSE THE AC ADAPTOR IN WATER OR OTHER LIQUIDS. DO NOT CONNECT THE AC ADAPTOR TO A POWER SYSTEM IF IT IS WET OR DAMAGED. DISCONNECT THE AC ADAPTOR FROM THE BATTERY CHARGER BASE AND FROM THE POWER SUPPLY BEFORE CLEANING THE CHARGER OR THE ADAPTOR.

Pleo contains a special replaceable battery pack. Do not use any other battery pack not explicitly designated for Pleo, as it may not operate correctly and may cause damage.

Pleo's battery pack is rechargeable using the AC adaptor and battery charger base included in the package. Do not use any other adaptor or battery

charger not explicitly designated for Pleo, as it may cause damage to the battery pack and to Pleo.

Periodically examine Pleo, the battery charger base, and the AC adaptor, for potential hazards such as cracked, damaged, or broken parts. If your Pleo, charger base or AC adaptor needs some care or repair, please do not use until repaired. Refer to the Warranty included in this package for repair information.

AC Adaptor power ratings: Input 120v AC 60Hz
230mA / Output 12V DC 800mA

BEFORE YOU GET STARTED

1. READ this Companion Guide.
2. CHARGE Pleo's battery for at least 3 to 4 hours before first use.
3. REGISTER
 - Online at www.pleoworld.com with the serial number located on the bottom of Pleo's front right foot or on your Pleo Identity Card.
 - By mail with the enclosed Registration Card. Fill out and mail to UGOBE, Inc. P.O. Box 8397, Emeryville, CA 94662-8397.
4. CHECK for important software updates on www.pleoworld.com. To download the latest software you will need a USB cable.
5. KEEP your original sales receipt for Warranty purposes.
6. CONTACT US
Pleo is a technically advanced product and your experience is very important to us. If you have concerns about Pleo's functionality we would like to hear from you. Please contact UGOBE Customer Service before you consider returning Pleo to the place of purchase. You can reach us at www.pleoworld.com/support or 877-UGOBE-LF (877-846-2353).

TABLE OF CONTENTS

7. Welcome

11. The 3 Laws of UGOBE Life Forms™

13. Getting Started with Pleo

14. What's in the Box

14. Handling Pleo

16. Charging Pleo

21. Getting Acquainted

22. Life Stages

24. Waking Pleo

26. The Pleo Button

27. Interacting with Pleo

31. Understanding Pleo

32. Pleo's Emotions

35. www.pleoworld.com

36. Registering Pleo

37. Joining PleoWorld

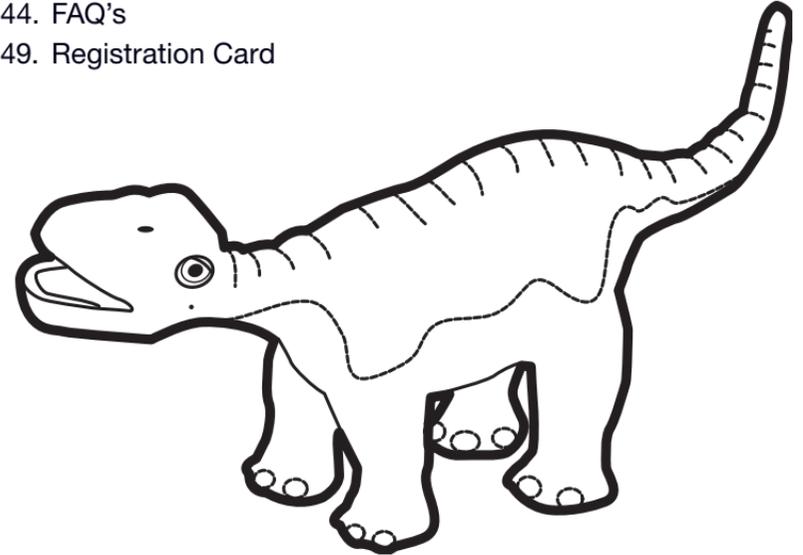
38. Software Updates

41. Appendix

42. Troubleshooting

44. FAQ's

49. Registration Card





WELCOME

CONGRATULATIONS!

We are thrilled to introduce you to Pleo! You are now the proud owner of UGOBE's™ first Life Form.

All of us at UGOBE are passionate about creating robotic creatures that inspire emotional and lasting connections with people.

This guide will help you get started... but it won't tell you everything about Pleo – it can't!

You see, Pleo is more than a robotic dinosaur. He is an autonomous creature with a complex software architecture that enables him to:

- Learn over time
- Express emotion
- Respond to you and his environment

Keep a Plog (a Pleo Blog). Track Pleo's experiences and set of behaviors on www.pleoworld.com. Compare notes with others in the Pleo community. And let us know what you discover!

The UGOBE Life Forms Team

Please note that the use of the pronoun “he” throughout this Guide is for simplicity and not an indication of the gender of your Pleo.



THE 3 LAWS OF UGOBE LIFE FORMS

UGOBE Life Forms must:

1. Feel and convey emotions
2. Be aware of themselves and their environments
3. Learn and evolve over time



GETTING STARTED WITH PLED

What's In the Box

1. Pleo
2. QuickStart Guide
3. Companion Guide
4. Battery, Charger and AC Adaptor
5. Pleo Identity Card
6. Training Leaf

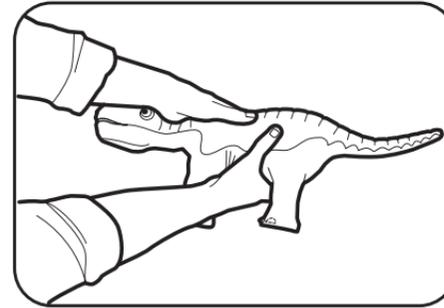
SD Card, SD Card Reader / Writer not included in package and sold separately at your local electronics retailer. Some packages may also contain a USB cable.

Handling Pleo

Like any newborn or pet, Pleo must be handled with the utmost care. Remember that he is a highly sophisticated, state-of-the-art Life Form.

Some very important DO's and DON'Ts:*

Please DO*



- Place a supporting hand under Pleo's belly when picking him up.
- Treat Pleo as you would treat any living creature – with care and respect.
- Turn Pleo off and stand him on all four legs when not in use. Place Pleo back in his package for safe and secure transportation and storage. Use the Pleo button to return Pleo to storage position (see page 26)

Please DON'T*

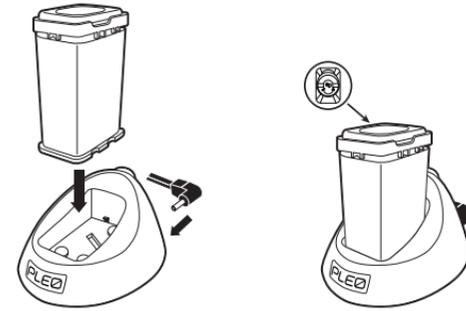
- Abuse Pleo
- Get Pleo wet
- Throw, drop, or violently shake Pleo
- Sit on Pleo
- Place Pleo near heat or flames
(e.g. wall heaters, floor heaters, fires, stoves)
- Place Pleo in sand, soil, or mud
- Leave Pleo with other pets or animals capable of biting or damaging him
- Risk overheating Pleo by covering him with a blanket during play
- Allow small children to play with Pleo unsupervised

Please note: Failure to abide by these guidelines may void Warranty.

Charging Pleo's Battery

As a new Pleo owner, please charge Pleo's battery right away.

1. Plug AC adaptor jack into charger cradle and plug into the wall.
Securely place battery into charger cradle.

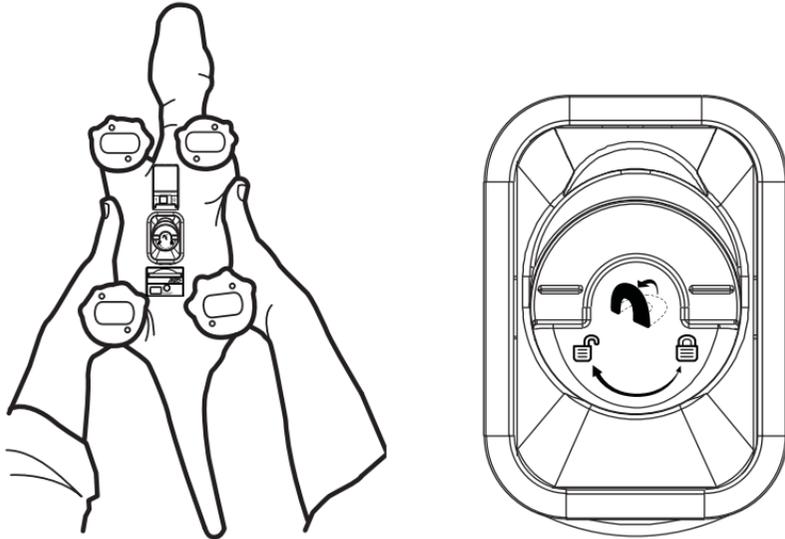


2. The typical charge cycle is 3 to 4 hours. The "PLEO" logo on the charger will illuminate green when charging is complete.

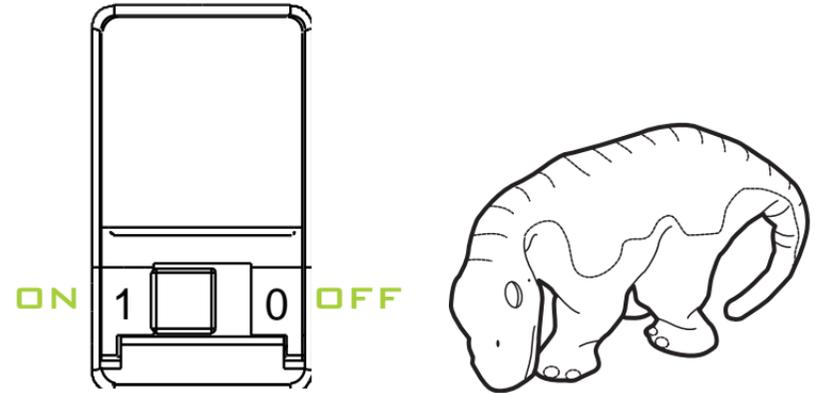
Indicator Light	Status
Red	Actively charging
Green	Charging complete
No Light	Check power to charger cradle
Flashing/Blinking	<ul style="list-style-type: none">• Battery not seated properly. Make sure it is securely placed in charger.• Battery temperature too hot and needs to cool down. Leave as is. Check back in a few minutes.

In hot (+95°F) and cold temperatures (+32°F), battery may not charge.

3. Push release button on back of charger cradle to release battery when fully charged.
4. Insert battery into opening in Pleo's belly. Lift up the semi-circular key of battery cover. Twist counter-clockwise to lock in place. Fold down semi-circular key.



5. Turn power switch to ON ("1") position for play with Pleo.



Warning: Do NOT use non-Pleo AC Adaptor or Battery Charger. Those included in the box are specifically designed for Pleo ONLY.



GETTING ACQUAINTED

Life Stages

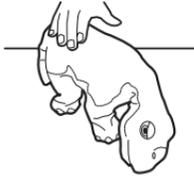
Pleo has three life stages, and his progress depends on your level of interaction. Listen for his first sounds, look for his first steps, watch how he adjusts to his world. As Pleo progresses through each stage, he exhibits a broader range of movement and behaviors.

The Three Pleo Life Stages

Stage 1 – Birth

Duration

First 5-10 min., approx (depending on level of active interaction)



What to Expect

Pleo opens his eyes to both you and the world for the first time. He starts to adapt to his environment. He is very slow, and his sensors are not very responsive yet. The more you pet and nurture Pleo in this stage the more confident he becomes and the faster he will develop. Pleo is finished “hatching” when he is fully awake and stands up on all four feet.

Stage 2 – Hatchling

Duration

30-45 min., approx (depending on level of active interaction)



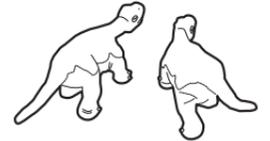
What to Expect

Pleo starts to exhibit basic behaviors and needs. He begs to be fed, starts to walk, explores his environment, takes short naps like a baby, and starts to exhibit a wider range of emotions.

Stage 3 – Juvenile

Duration

Indefinitely; the rest of his life

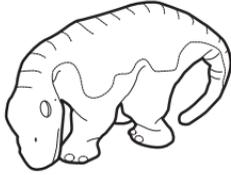


What to Expect

Pleo enters into his final stage of development. As he expands his capacity to learn, he exhibits a full range of movement and behaviors. He begins asserting a personality. You can't go wrong (aside from physically mistreating Pleo), so take your time to observe, play and learn about Pleo.

Waking Pleo

1. Now that Pleo is fully charged, it's time to wake Pleo for the very first time!



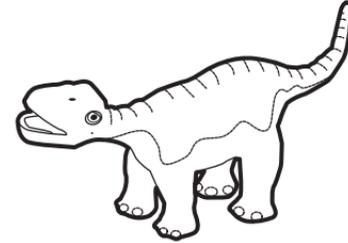
2. Make sure Pleo is turned ON ("1").



3. Place a hand on Pleo's back and gently shake him.



4. Please know that Pleo might not fully wake at first. Invite Pleo to open his eyes and say hello to the world by petting, touching, and talking to him. Pleo might not know exactly what you're saying but he can certainly feel your touch!



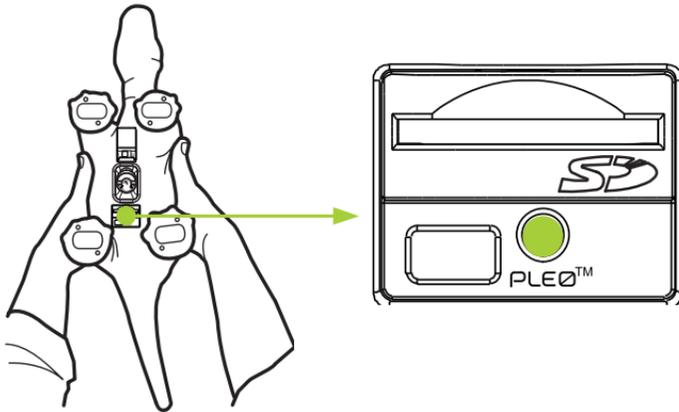
Pleo is awake when he starts to exhibit all the signs of a newborn Life Form. You may see him:

- Open his eyes wide, blink a few times, and look around his new environment.
- Stretch and let out a cry.
- Take his very first shaky and tentative baby step!

And now your journey really begins...

The Pleo Button

Activation	Function
Press once	Mute
Press second time	Soft Volume
Press third time	Normal Volume
Hold 10 Sec and Turn Off	Packaging / Storage Position



Interacting with Pleo

Pleo is a complex Life Form capable of feeling and perceiving. Explore how Pleo's sensory abilities enable him to see and sense both touch and motion.

Touch:

Pat, hold, and pet Pleo. Have fun exploring how Pleo reacts to being touched on his head, chin, back, and legs.

Sight:

Pleo is able to detect objects in his path.

Sound:

In a very quiet environment, when he is very still, Pleo can hear sounds from his left or right.

Feel:

Pleo can tell when he is on the ground, being held in the air, or has been accidentally tipped over. See if he is ticklish.

Exploration:

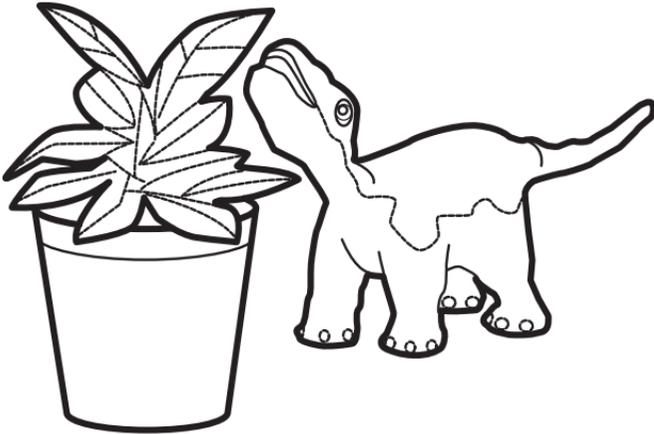
Pleo is able to navigate around objects and other Life Forms in his environment.

Interaction:

See how your Pleo interacts with other Pleos.

Caring for Pleo:

Pleo can express dissatisfaction from time to time. Please treat Pleo as you would any other living creature – with care. Be attentive with how you raise your Pleo.



Like any pet or newborn Life Form, Pleo actively responds and interacts with his environment.

Here are some suggestions on how to play with Pleo:

- Place the training leaf in Pleo's mouth. If he's not hungry, does he play "tug-of-war"?
- Set a soda can in front of him. How does Pleo react?
- How does Pleo react when you pick him up and hold him?
- How does your Pleo respond to being petted, held and loved?
- What happens if you turn Pleo upside down? Can he tell which way is up?
- Can you teach Pleo to do a trick?

Remember: Have fun! Pleo is a Life Form. See what he is capable of doing. Observe how he responds to you and his environment.

Get to know your Pleo and log on to www.pleoworld.com.

What can your Pleo do?



UNDERSTANDING YOUR PLED

Pleo's Emotions

What determines how Pleo feels?

UGOBE's™ Life OS is a complex software system that combines core behavioral instincts (e.g. the need to eat, sleep, explore, interact) with the ability to respond to and interpret external stimuli (e.g. sound, light, touch, objects).

For example, if Pleo:

- Has not been interacting with anyone or receiving any external stimuli, he may get bored and take a nap.
- Is feeling adventurous, he may choose to venture off on his own.
- Is feeling hungry, he may learn to satisfy his hunger by wandering off and grazing on his own.
- Has recently eaten, he may want to play tug of war

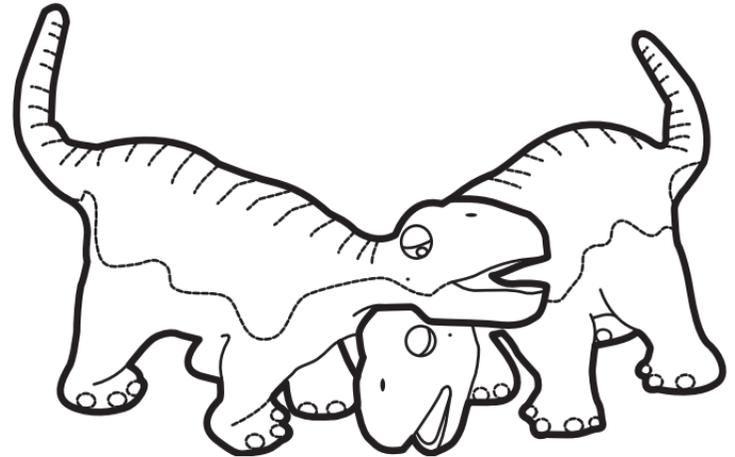
Pleo's response to his environment depends on how he feels at the moment. The intensity of his moods may also vary.

He may feel:

- Very happy
- A little sad
- Somewhat curious
- Extremely scared
- Or something else altogether.

Play with Pleo and get to know him. Keep track of moods.

Figure out for yourself what makes your Pleo tick!





WWW.PLEOWORLD.COM

IMPORTANT: Check for any critical or important software updates for your Pleo. Once you've registered you will automatically receive e-mail notification of software updates.

Registering Pleo

Registration is quick and easy!

- Visit www.pleoworld.com**
- Locate your 12-digit serial number under your Pleo's front right foot or on your Pleo Identity Card.
- Record your user name and password for safe-keeping.

Welcome! You have now joined the PleoWorld community!

*** OR mail in the Registration Card at the end of the Companion Guide. Make sure to provide phone number, address, and email so that we can contact you with critical updates.*

Joining PleoWorld

What is PleoWorld? It is a whole community of Pleo owners and robotics enthusiasts who share your passion for Pleo on www.pleoworld.com.

What can you do on PleoWorld?

Personalize:

- Access new downloads for Pleo sounds and behaviors

Connect:

Join an Online and Offline Community

- Participate in discussion boards
- Share with other Pleo owners
- Find like-minded Pleo pals
- Search for other Pleo owners in your neighborhood

Share:

- Create a Custom Pleo Profile
- Write a "Plog" or Pleo Blog
- Share Pleo stories — upload videos and photos

Software Updates

Download content and additional software from the Pleo web site www.pleoworld.com.

PleoWorld.com offers a variety of cool downloads for your Pleo. Downloads include:

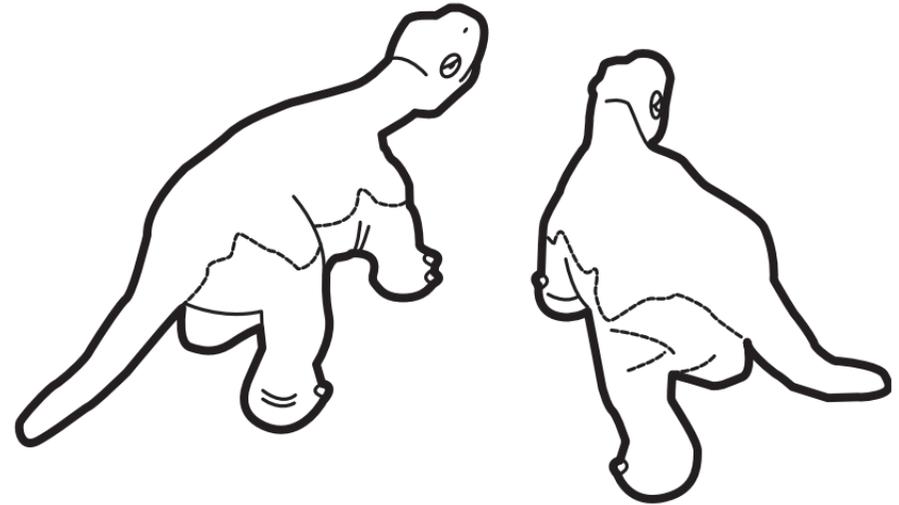
- Fun downloads to expand your Pleo's capabilities
- The latest Pleo software updates

To access PleoWorld and to transfer downloaded files to your Pleo, you will need the following:

- A PC or Mac
- An Internet connection
- A USB cable - for software updates only
- An SD Card Reader/Writer*
- A blank SD Card* – for fun downloads

Most high performance SD cards will work successfully with Pleo. Check www.pleoworld.com for specific suggestions on SD cards.

** Each sold separately at your local electronics retailers.*





APPENDIX

Troubleshooting

How do I care for my Pleo?

Please heed all cautionary statements contained in this manual, including all electrical warnings and handling instructions. To clean Pleo, use only a damp cloth and wipe carefully. Do not use soap or any other cleaning agents. And please, do not attempt to make any repairs yourself! You will automatically void the Warranty included in this package.

Why is my Pleo slow and sluggish?

Just like a real life puppy, Pleo needs his rest. When his battery is running low or in extremely hot temperatures, Pleo may slow down, seem tired or sleepy, or even shut down. Please keep Pleo indoors or in moderate climates between 32°F to 95°F.

Why is my Pleo not turning “ON”?

1. Make sure the battery has been charged for four hours.
2. Double check that Pleo has been switched “ON” (see page 19 “Charging Pleo”).
3. Is Pleo sleeping? Gently nudge or tap Pleo to wake him up.

4. Much like a cell phone battery, the Pleo battery may need to be replaced over time. Log onto www.pleoworld.com for more information on purchasing a replacement rechargeable battery pack. Please note: Pleo contains a special replaceable battery pack. Do not use any other battery pack not explicitly designated for Pleo, as it may not operate correctly and may cause damage.

How can I find out whether my Pleo has mechanical or software failures?

Log online to www.pleoworld.com to download software updates or contact customer support.

My Pleo is being too loud. How do I reduce the volume or turn the sound off?

Press the Pleo Button once to “Mute”, press twice for low volume, and press three times for loud volume. (See page 26 for Pleo Button under “Interacting with your Pleo”.) Please note, complex gears and motors inside of Pleo may cause a moderate level of noise any time Pleo is in motion.

Why is my Pleo freezing up or stopping in the middle of an action?

Pleo may stop operating or “lock up” when receiving an electro-static discharge. Simply turn the power OFF and then back ON to resume play.

For further questions, please contact us at:

<http://pleoworld.com/home/contact>

or call the Pleo service line at 877-UGOBE LF (877-846-2353).

FAQ's

What is Pleo?

Pleo is an autonomous robotic life form, modeled on a one-week-old Camarasaurus dinosaur. Pleo is designed to mimic life which means Pleo thinks and acts independently, just like a real animal.

What do you mean by “Life Form”?

In general, a UGOBE Life Form looks, moves, and behaves in ways that trigger a “belief of life.” Specifically, Pleo has organic body language, exhibits emotions, is aware of his surroundings, and has recognizable behaviors.

What is a Camarasaurus?

Camarasaurus (KAM-ah-rah-sawr-us) means “Chambered Lizard” (Greek kamara = chamber, and sauros = lizard), referring to the holes in its vertebrae. Camarasaurus is the best-known sauropod found in North America and the most abundant of fossils from the Late Jurassic period. Camarasaurus also lived in Europe, where it survived into Early Cretaceous times. A complete, nearly perfect skeleton of a juvenile, 17 foot (5.2 meters) long was found in Utah. Its head was short and box-like with nostrils set above the snout and in front of the eyes. The weight of its backbone was lightened by holes in its vertebrae. Its neck was shorter and thicker than most sauropods, and it possessed a short and somewhat flattened tail. The forelimbs and hind legs of Camarasaurus were about the same length.

What makes Pleo special?

At the heart of Pleo and other UGOBE Life Forms is UGOBE's Life OS. It is the operating system software that enables Pleo to act independently and adapts Pleo's personality according to his interactions with you and the environment.

What is UGOBE Life OS?

UGOBE Life OS is a complex platform of tools and technologies that enable Pleo's mechanical, electronic, sensory, and Artificial Intelligence systems to interact as a lifelike whole.

What is UGOBE?

UGOBE is the creator of Pleo. We are the Emeryville, California-based company that develops revolutionary robotics, transforming inanimate objects into lifelike creatures that inspire emotional and lasting connections with people. You can visit us at www.ugobe.com.

What age is Pleo suitable for?

Pleo is a highly sophisticated product that is much like an inquisitive animal that requires attention and care. Children under 8 years old should be supervised when playing with Pleo.

Can Pleo talk?

Pleo makes animal sounds but Pleo does not say any words.

Will Pleo be able to hear?

Yes, Pleo is able to hear sounds when he is still and it is quiet.

What are some things Pleo cannot do?

Pleo cannot fly and Pleo cannot swim! Please ensure that you do not drop Pleo from a great height or drop him into water, as doing so will void the Warranty included in this package. Pleo is for use only in dry, indoor locations. Remember to care for Pleo like a pet – with the utmost care.

Can I paint my Pleo?

No. Please do not paint your Pleo, as the thinner that the paint contains might adversely affect Pleo's skin material. We do, however, encourage you to accessorize your Pleo to match his unique personality.

For further questions, please contact us at:

<http://pleoworld.com/home/contact>

Note: This device complies with Part 15 of the FCC rules. Operation is subject to the following two conditions:

1. This device may not cause harmful interference, and
2. This device must accept any interference received including interference that may cause undesired operation.

This equipment has been tested and found to comply with the limits for a Class B digital device pursuant to Part 15 of the FCC rules. These limits are designed to provide reasonable protection against harmful interference to radio communication. Because this product generates, uses, and can radiate radio frequency energy, there can be no guarantee that interference will not occur. If this product does cause interference to radio or television reception (you can check this by turning the product off and on while listening for the interference), one or more of the following measures may be useful.

- Reorient or relocate the receiving antenna
- Increase the separation between the toy and the radio or the TV
- Consult the dealer or an experienced TV-radio technician for help

Warning: Changes or modification to this unit not expressly approved by UGOBE, Inc. could void the user's authority to operate the product.

REGISTRATION CARD

No computer access? Please fill out and mail for important product updates.

First Name Initial Last Name Male Female

Street Apt No.

City State Zip

Email Date of Birth (M/D/Y)

Telephone

Date of Purchase (M/D/Y) Serial Number (on foot of Pleo, ID card, and box) Where did you buy Pleo?



How do you intend to play with Pleo?
(Check all that apply)

- Program Software
- Modify Hardware
- Download new Behaviors/Sounds
- Customize/Accessorize the Look
- Take care as a Pet
- Show Friends and Family
- Just for Fun
- For Educational Purposes
- Other _____

What is the best thing about Pleo?
(Check all that apply)

- Robotics/Artificial Intelligence
- Cool Gadget
- Dinosaur
- Fun to Play with
- Cute
- Other _____

With whom do you intend to share Pleo?
(Check all that apply)

- Friends
- Wife/Girlfriend/Husband/Boyfriend
- Kids 0-8
- Kids 9-12
- Kids 13-18
- Parents/Grandparents
- Personal use only
- Other _____

Place
First Class
Stamp
Here

UGOBE, Inc.
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Emeryville, California
94662-8397
U.S.A.



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