# New smartwatch for children with integrated AI launched at CES



A new smartwatch designed specifically for children, featuring advanced safety mechanisms and an age-appropriate version of the popular AI tool ChatGPT, has been introduced at the Consumer Electronics Show (CES) in Las Vegas. The smartwatch, named the Pinwheel Watch, is the first original hardware product from Pinwheel, a tech firm dedicated to creating child-friendly devices. The company previously launched two smartphone models in the UK late last year, both equipped with Pinwheel software designed to enhance user safety.

Unlike its smartphone counterparts, which operate on existing Samsung and Google models with Pinwheel's software, the Pinwheel Watch has been developed as a standalone device. It includes a vetted app store, enabling parents to oversee their children's app use, as well as remote location tracking features to provide peace of mind regarding their child's whereabouts. The watch also facilitates parental monitoring of text messages.

Central to the Pinwheel Watch's functionality is its integration of a modified version of ChatGPT, referred to as PinwheelGPT. The developers assert that this special version is designed to deliver answers that are suitable for children, omitting inappropriate or sensitive content. Conversations between children and the chatbot can be supervised by parents, ensuring that the interaction remains safe.

Dane Witbeck, founder and chief executive of Pinwheel, elaborated on the motivation behind the device during an interview with the PA news agency. He highlighted that many parents expressed a preference for a smartwatch option instead of traditional smartphones for their children. The intent is to provide a device that allows access to digital content while minimizing the risks associated with online usage. "There’s a lot of smartwatches that have come out recently, but this one is unique in a few ways," Witbeck noted.

He further explained the innovative aspects of the Pinwheel Watch stating, "It’s got AI built into it from the get-go for kids." Witbeck also pointed out that while many technological advancements are aimed at adults, "kids are an afterthought." To address this gap, Pinwheel has implemented a safety layer that filters content through their version of ChatGPT, ensuring that it is "kid-safe, kid-appropriate." This safety mechanism includes simplified vocabulary and short, concise responses, steering clear of delicate subjects such as politics or religion.

In contrast to existing models that are often bulky and brightly coloured, the Pinwheel Watch is designed to be sleek and appealing to older children. This strategic design choice reflects the company's understanding that parents desire a product that can grow with their child. Witbeck highlighted that this watch targets the age group of middle schoolers, incorporating features that support their evolving communication needs, such as 4G support for functionalities akin to a phone.

The incorporation of generative AI into children's devices has been a prevailing trend at CES this year, amid ongoing discussions concerning the implications of AI on online safety and job security. When asked about the balance between providing AI opportunities and safeguarding children, Witbeck acknowledged the complexity of the issue. "We want to open up the world to our kids and to give them the capability of technology and then train them on technology, but we want to keep them safe," he said.

He further posited that AI provides a contemporary solution to the long-standing challenge of ensuring child safety online. "So AI is a great answer to that, giving them specifically the answer they want," he explained, while asserting that the safety layer implemented in PinwheelGPT effectively mitigates potential risks associated with unsupervised internet access.

The introduction of the Pinwheel Watch is indicative of the shifting landscape in children's technology, responding to both parental feedback and the need for safe, smart devices that keep pace with rapidly advancing digital trends.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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