



Meet *ollie*



"One of the funnest little toys I've ever seen."

Mashable

"Impressive, addictive and, most importantly, fun."

WIRED

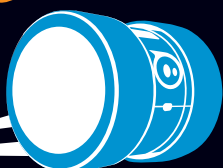
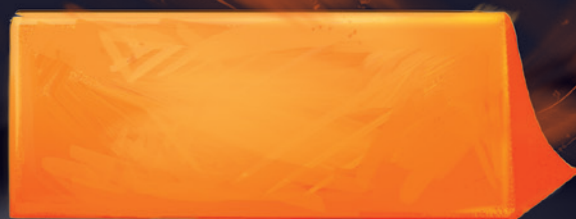
"It can careen off ramps and get 3 feet of air. That's pretty rad."

engadget

"Quick, easy to control, and a lot of fun."

gearburn

"Set to be the birthday gift of choice for geeky adults or kids this year."



Key Features

- Speeds of over 5 m/s (11 mph)
- App-powered tricks for limitless fun
- Customizable with unique tires and hubcaps
- USB charging with over an hour of non-stop play





ollie

THE APP-CONTROLLED ROBOT DRIVEN BY ADRENALINE.



ENGINEERED FOR
SPEED

Launch over the competition at a floor-warping 5 m/s with complete control. Ollie is awesomely agile thanks to its tubular design.

PROGRAMMED FOR
TRICKS

Spin, drift, and flip with app-powered tricks. Skill-based actions give you the ability to create, master and share every trick imaginable.

CUSTOMIZED
BY YOU

The world is your playground when you can conquer any terrain. Switch up your ride with custom tires and hubcaps in awesome combinations and colors.





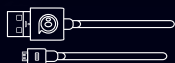
ollie



COMES READY TO PLAY WITH:



Quick Start Guide



USB
charging cord



One set of
drift wheels



One set of
Nubby tires



One set of
standard hubcaps

MIX AND MATCH ACCESSORIES:



Base bot



Fixed wheel rims



Removable tires



Removable hubs

Package	Master Carton	Inner Pack	Individual Unit
Units	8	4	1
Dimensions	278 x 530 x 244 mm 10.94" x 20.86" x 9.60"	258 x 264 x 230 mm 10.15" x 10.39" x 9.05"	253 x 123 x 109 mm 9.96" x 4.84" x 4.29"
Weight	5.89 (kg) 12.98 (lbs)	3.40 (kg) 7.49 (lbs)	0.59 (kg) 1.30 (lbs)



MARKETING SUPPORT

Sphero's well-developed marketing program fully supports Ollie and our partners, resulting in a very engaged user base and driving new sales.

PR, PRINT, DIGITAL, AND TV

Our balls don't sell themselves. And until we create an army of highly caffeinated advertising robots, our in-house team of super heroes will continue to crank out creative concepts & campaigns that kick bot.

SOCIAL MEDIA

What do fat cats, bacon gifs and flamboyant wizards have in common? They drive our lulz per click through the roof & keep fans coming back for more. Our social media arsenal is full of awesomeness and is only getting better.



Clintus McGintus Bad ass! I love my Sphero but that Ollie looks sick!
Unlike · Reply · 1 · June 20 at 9:22am



Randy Kruzan Here. Just take my money. Now. Seriously.
Unlike · Reply · 3 · January 8 at 1:01pm



official_trojan_tornado
Wow @gosphero you are by far the best toy company ever!!! How much are the accesories?



camo_1915
CANT WAIT FOR IT TO COME OUT!



williamcastillo
@gosphero You have the coolest stuff and I love the Sphero 2.0 and I'm going to get Ollie



stephentabor
I recently bought a sphero and plan on buying an Ollie as soon as it comes out.

VIDEO

7.5 million views on Vimeo & YouTube.



MARKETING TOOLS & POP

