Ukrainian tech connects beauty with her beasts

By Maria Romanenko. Published March 10. Updated March 10 at 4:39 pm

British actress Emma Watson attends the world premiere of Disney's Beauty and the Beast at El Capitan Theatre in Hollywood, California on March 2, 2017.
Photo by AFP/ Valerie Macon

Emma Watson, the star of Disney's live action version of "Beauty and the Beast," has revealed she uses a Ukrainian-made gadget to keep in touch with her own "beasts" at home.

The British actress, who is the owner of two cats, Domino and Bubbles, uses the Petcube device to keep an eye on her furry friends when she's at work, Watson said in an interview with fashion and lifestyle website Coveteur.

"I get terrible mother guilt from being away from (my pets) all the time, and it makes me feel better about that," she said.

Petcube is a remote Wi-Fi Pet camera that helps pet owners stay connected with their pets when they're away. Users can watch, talk to, and play laser games with their cats and dogs from anywhere using a specially designed smartphone app.

The team behind Petcube is Ukrainian, and the company, which started off with a Kickstarter fundraising campaign, is headquartered in San Francisco with offices in Kyiv and Shenzhen, China.

"This is life-changing," Watson said, praising the device, "You can talk to your pets, and it comes with a laser that you can move around that they can play with. You can check in on them and see how they're doing when you're away!"

Watson, a star in the hugely popular Harry Potter series of movies, is one of the Hollywood's highest-paid actresses. She has also been a UN Women's goodwill ambassador since 2014.

Just a couple of days ago during an interview with U.S. TV program "Entertainment Tonight" Watson also revealed her love for another app with Ukrainian roots, Whatsapp.

"We actually have a Whatsapp group, in which I invited everyone really from the main cast of Harry Potter to come to the screening," she said speaking of the premiere of "Beauty and the Beast."

Whatsapp is an instant messaging application for smartphones created by Ukrainian-American computer programmer Jan Koum and U.S. programmer Brian Acton.