



VTech® Featured on The Toy Insider™'s Hot 20 and Top Tech 12 Lists of Hottest Holiday Toys

Go! Go! Smart Wheels® Ultimate RC Speedway and Kidizoom® Smartwatch DX Highlighted, With Additional VTech Toys Included in the Holiday Gift Guide

CHICAGO, September 28, 2015 /PRNewswire/ Today VTech® announced its Go! Go! Smart Wheels® Ultimate RC Speedway was featured on The Toy Insider™'s Hot 20 list of the hottest toys of the season and its Kidizoom® Smartwatch DX was included on the Top Tech 12 list of the most forward-thinking and impressive tech-based toys on the market. Additionally, the Kidizoom® Action Cam and Flipsies™ Sandy's House & Ocean Cruiser were chosen as part of The Toy Insider's 10th annual holiday gift guide.

"We're honored that so many of our new products have stood out from the many introductions The Toy Insider reviews every year," said William To, President, VTech Electronics North America. "VTech strives to develop creative and innovative toys that will capture children's imaginations and can be enjoyed long after the holidays are over."

The Kidizoom Smartwatch DX is a durable color touchscreen smartwatch that features a camera, video and voice recorder with generous memory to capture kids' adventures while the Kidizoom Action Cam brings parents' technology to a new generation of active kids in a durable and affordable design. Kids can zip over 4.5' of interchangeable tracks and nine SmartPoint™ locations with an adorable RC race car that's part of the Go! Go! Smart Wheels Ultimate RC Speedway. And girls can dream big with the new Flipsies line that combines traditional role play with collectible dolls and accessories with interactive MagicPoint™ technology.

"VTech has so many exciting, creative toys that kids will be asking for this holiday season," said Laurie Schacht, Toy Insider Mom. "We really thought the engaging, multi-sensory Go! Go! Smart Wheels Ultimate RC Speedway and the innovative Kidizoom Smartwatch DX packed with play value deserved a place on our top lists."

Additional details about VTech's award-winning products can be found at www.vtechkids.com and include:

- **[Go! Go! Smart Wheels® Ultimate RC Speedway™](#)**: Zip around the Go! Go! Smart Wheels Ultimate RC Speedway and speed through four action zones and over nine SmartPoint® locations using the steering wheel-shaped remote control for an exciting interactive experience with the RC SmartPoint Racer! The speedway is 4.5 feet of interchangeable tracks and features a stunt ramp, elevator, movable gears, starting flags and track switches that are all triggered by the RC race car. Ralph and his race car entertain little ones with a light-up driver button that activates playful music and fun sounds. He also teaches the letter "R" and the vehicle's name. Get another RC SmartPoint Racer (sold separately) and race a friend! (Ages 1-5 years, MSRP: \$59.99)
- **[Kidizoom® Smartwatch DX](#)**: The Kidizoom Smartwatch DX is an even smarter watch for kids with more fun games and activities! Perfect for young photographers, this durable smartwatch has more memory so kids can take tons of pictures and videos. Kids will love using the new motion sensor to

explore three action challenges. The Smartwatch DX also includes eight games kids can play using the touch screen as well as the ability to download more from the Learning Lodge®. The watch helps teach kids how to tell time by letting them choose between more than fifty 3D digital and analog displays. In addition to the alarm, timer and stopwatch, two new tools include a calendar feature and a calculator so children can work out simple addition, subtraction, multiplication and division problems. (Ages 4 years and up, MSRP: \$64.99)

- **Kidizoom® Action Cam:** The Kidizoom Action Cam is a great first video and photo camera for kids and is durable enough to handle drops and tumbles. It can go anywhere kids go, and do anything kids do with two included mounts so they can attach it to their bike, skateboard and more, making it perfect for interactive play and capturing life's adventures. It also comes with a waterproof case so they can take videos and pictures up to 6' underwater – perfect for budding snorkelers and splashing fun. The Action Cam features a 1.4" color LCD screen and can take stop-motion videos and time-lapse photos in addition to regular videos and photos. Children can also explore their creativity with fun effects, frames and photo filters. It's easy to upload their photos and videos to a computer using the included micro USB cable so parents can choose to share them with family and friends. For even more fun, they can also play three exciting games. Available in yellow/black and purple. (Ages 4 years and up, MSRP \$59.99)
- **Flipsies™ Sandy's House & Ocean Cruiser:** Sandy's House & Ocean Cruiser is a 2-in-1 playset that transforms from a beautiful house where she can spend time with her friends to an ocean cruiser that she can use to explore ocean life! Press the charm on Sandy's necklace to see it light-up and to experience her friendly personality. Place Sandy on the eight MagicPoint™ locations on her playset or other MagicPoint locations on Flipsies playsets (each sold separately) and she'll respond with playful phrases unique to her own personality. Collect Sandy's friends (each sold separately), and they can switch clothes, wigs and accessories for more fun styles. When Sandy and one of her friends are on the MagicPoint locations at the dining table, they will activate the MagicChat™ feature and talk to each other. Connect the slide and zip line for even more fun! Let your dreams shine with Flipsies! (Ages 4 years and up, MSRP: \$39.99)

About VTech

VTech® is a world leader in age-appropriate and developmental stage-based electronic learning products for children. As a pioneer in the learning toy category, VTech develops high-quality, innovative educational products that enrich children's development and make learning fun. With a rich, almost 35 year history, VTech has not only established itself as a learning authority but also consistently remains at the forefront of innovation with multiple award-winning products such as the InnoTab® MAX, VTech's first children's tablet with Android™ learning content, Kidizoom® Smartwatch, the first smartwatch for kids with a built-in camera, InnoTab® 3S, MobiGo®, V.Reader® and V.Smile®. The Learning Lodge®, VTech's comprehensive app store, features a robust library of more than 800 educational and entertaining games, e-Books, music and videos with engaging age-appropriate content across the widest variety of curricula, with content expanding to offer even more titles. The company also has a broad range of award-winning infant and preschool products available in 25 different languages worldwide, with more than 100 new products introduced every year. VTech was awarded a prestigious 2015 Toy of The Year (TOTY) Award for its Go! Go! Smart Animals® Zoo Explorers Playset™. In order to further strengthen

VTech's position as a learning authority, the company's Expert Panel, with esteemed experts in reading, language arts, science, math, and child development, consult on new product introductions and Learning Lodge content.

VTech Electronics North America, LLC is based in Arlington Heights, Illinois. VTech Electronics Limited is headquartered in Hong Kong with distribution globally.

For more information on VTech's additional product lines, visit www.VTechKids.com, www.facebook.com/VTechtoys on Facebook or follow @VTechToys on Twitter.

About The Toy Insider

The Toy Insider, the go-to source for toy and children's product information, publishes a holiday gift guide by age category annually in Woman's Day magazine, and is a trusted resource for parents both online and through social media all year long. Its content is produced by an editorial team with more than 30 years of experience covering the children's products industry. The Toy Insider is published by Adventure Publishing Group, publisher of leading trade publications The Toy Book, The Toy Report, The Licensing Book and Total Licensing Report. For more information, visit TheToyInsider.com and keep up with The Toy Insider news on [Twitter](#), [YouTube](#), [Instagram](#) and [Facebook](#).

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