



**Media Contact**  
Nicole Centinaro  
Coyne Public Relations  
973-588-2000  
ncentinaro@coynepr.com

**VTECH® INNOTAB® 3S PLUS LEARNING TABLET AND INNOTAB® CARTRIDGES RECOGNIZED  
WITH TILLYWIG TOY & MEDIA AWARDS**

*Award-Winning Products Include Exclusive Software Titles*

**(CHICAGO) – September 29, 2014** – VTech® ([www.vtechkids.com](http://www.vtechkids.com)), a world leader in age-appropriate and developmental stage-based electronic learning products for children, today announced new accolades from the Tillywig Toy & Media Awards for its InnoTab® learning tablet range. The InnoTab® 3S Plus Learning Tablet won the Tillywig Top Fun Award, which praises products that stand out in terms of exceptional design, construction and play. In addition, three InnoTab Learning Cartridges, including I SPY® Adventure and exclusive titles Go! Go! Smart Wheels® Busy Day in Alphabet Town and Learn to Write with Cody & Cora, were recipients of the Tillywig Brain Child Award, which recognizes products that energize the mind while seamlessly blending fun and learning. To date, InnoTab products have earned a total of seven Tillywig awards in 2014.

“We are honored to be recognized once again by the Tillywig Awards program for our innovations,” said William To, President, VTech Electronics North America. “The InnoTab 3S Plus provides top-notch educational content and our exclusive communication app in a kid-friendly tablet while our popular Go! Go! Smart Wheels and Cody & Cora the Smart Cubs products continue to resonate with kids and parents in a new digital format.”

“VTech’s InnoTab 3S Plus and educational software allowed our testers to immerse themselves in a world where fun meets learning,” said Dan Levy, Program Director, Tillywig Toy & Media Awards. “These products encompass the values of the Tillywig Awards – combining entertainment and education for the ultimate play experiences.”

VTech works closely with a panel of children’s learning specialists on the development of its infant and preschool learning products. Each one of the Expert Panel members specializes in developmental or educational fields for children from birth through nine years of age. VTech and the Expert Panel collaborate to ensure their products and content deliver the best learning experience possible for every child at every stage of development.

Each child grows at a different pace mentally, emotionally and physically, and has different needs as they grow through various life stages. Insight from these developmental and education experts allows VTech to provide parents with guidelines and recommendations to help them make informed choices. VTech delivers an expansive selection of toys that are appropriate for their child's particular age and stage and to accompany them as they continue to grow and reach new developmental milestones. These recommendations have been compiled into a Milestones guide, which can be found at [www.vtechkids.com/milestones](http://www.vtechkids.com/milestones).

VTech's Tillywig Toy & Media Awards winners include:

**InnoTab® 3S Plus Learning Tablet:** The InnoTab 3S Plus lets kids learn, create and connect using a kid-safe Wi-Fi connection to the Internet. Now children can search VTech and parent-approved websites as well as communicate in real time with Premium VTech Kid Connect on their very own kids' tablet. Exchange text and voice messages, photos, drawings and fun stickers with smart phones using the exclusive app available for free on the App Store<sup>SM</sup> and Google Play<sup>TM</sup>. In addition to the Rechargeable Power Pack and 16 included apps, children will have access to more than 650 additional cartridges, software and apps that can be downloaded from VTech's Learning Lodge. The Wish List Maker lets children explore games, e-Books, videos, music and more, and send their favorites right to mom or dad's e-mail. Movie Maker allows kids to become their own director, using their photos to create amazing movies. Unleash children's creative sides with Art Studio and watch them color, draw, paint and decorate with special stickers. Age-appropriate content includes a recommended age and grade range to meet each child's unique needs. The expert-supported curriculum includes reading, math, social studies, handwriting, science, problem solving, geography and much more. Use the tilt sensor to interact with games, use the D-pad controller to choose directions and talk into the microphone to add to the fun. Children will love taking photos using the 180° rotating camera with over 55 special effects and using the video recorder to make movies. They can even import and listen to their own MP3s with the music player. (MSRP: \$79.99, ages 3-9)

**InnoTab® Learning Cartridge Go! Go! Smart Wheels® Busy Day in Alphabet Town:** Explore Alphabet Town with Casey, Paul, Frank and Cyrus in the Go! Go! Smart Wheels Busy Day in Alphabet Town game for InnoTab Learning Tablets. Read about their adventure in the e-Book or join the residents of Alphabet Town as they build roads, rescue kittens and more in fun learning games. This InnoTab software title features nine creative activities and learning games that teach letters, numbers and more. (MSRP: \$24.99, ages 2-5)

**InnoTab® Learning Cartridge Learn to Write with Cody & Cora:** Go on learning adventures with Cody and Cora the Smart Cubs<sup>TM</sup> in Learn to Write with Cody & Cora for InnoTab Learning Tablets. Kids can read the e-Book about an adventure Cody and Cora take while writing and spelling words or learn and develop handwriting skills in a progressive manner with 11 activities and games. (MSRP: \$24.99, ages 3-6)

**InnoTab® Learning Cartridge I SPY® Adventure:** I spy a fun-filled problem-solving adventure in this title for VTech's InnoTab Learning Tablets! Kids can practice early reading skills as they read and solve I SPY riddles and play games to unlock 50 levels of play – each more challenging than the next. Find, match and solve a variety of photo-realistic objects across four action-packed thinking games that build logic, vocabulary and visual discrimination skills. Kids will encounter exciting surprises, power-ups and more! (MSRP: \$24.99, ages 4-7)

All three InnoTab Learning Cartridges are compatible with InnoTab Learning Tablets. A range of educational cartridges are available, offering age-appropriate games, e-Books and more that allow children to progressively learn key subjects such as math, reading and science in steady stages. Interactive e-Books teach reading and vocabulary, while creative activities and camera fun inspire children's imaginations.

For more information about InnoTab and the complete VTech product range, please visit [www.vtechkids.com](http://www.vtechkids.com).

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#### **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 award-winning products such as the InnoTab® 3S Wi-Fi Learning Tablet, one of the first children's learning-based tablets with Wi-Fi, 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 24 different languages worldwide, with more than 100 new products introduced every year. 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 Ltd. is headquartered in Hong Kong with distribution globally. VTech is the global leader in electronic learning products from infancy to preschool.

For more information on VTech's additional product lines, visit [www.VTechKids.com](http://www.VTechKids.com), [www.facebook.com/VTechToys](http://www.facebook.com/VTechToys) on Facebook or follow @VTechToys on Twitter.

**About The Tillywig Toy & Media Awards Program**

The Tillywig Toy & Media Awards aim to provide retail buyers, news media, parents, and consumers with product information and reviews of superior children's products available in today's marketplace.

In addition to the evaluation of products, the Tillywig program also awards a small number of retail stores each year for their ongoing contributions to promoting high quality, innovative new products. Product awards are given on the basis of group play tests, the primary purpose of which is evaluating the entertainment and/or educational value of the products submitted.

Retailer awards are given on the basis of information procured through online research as well as interviews with manufacturers, retailers, and consumers.