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**VTECH®'S VALUE-PACKED 4<sup>th</sup> GENERATION CHILDREN'S LEARNING TABLETS  
INNOTAB® 3S PLUS AND INNOTAB® 3 PLUS NOW AVAILABLE**

***Award-Winning Tablets Offer New Features, Expanded Educator-Approved Learning Content***

**(CHICAGO) – August 26, 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 the availability of the best new children's learning tablets – InnoTab® 3S Plus and InnoTab® 3 Plus. These 4<sup>th</sup> generation tablets both feature a rechargeable battery power pack so parents don't need to worry about constantly purchasing new batteries, plus access to more than 800 educator-endorsed, age and stage appropriate learning cartridges, software and apps that can be purchased and downloaded through VTech's Learning Lodge® app store. These tablets are value-packed with everything kids need for learning fun!

**InnoTab 3S Plus** features Wi-Fi and comes with 16 apps, including free access to an enhanced 2<sup>nd</sup> generation of Premium VTech Kid Connect™, a tablet-to-mobile communication app that lets kids communicate in real time and exchange voice and text messages, photos, drawings and fun stickers with their parents' smartphones. New enhanced features of the app include a parent-controlled group chat and a fun multi-player game (available in the fall), all packed into a kid-safe, kid-friendly Wi-Fi tablet for under \$80. **InnoTab 3 Plus** comes with 12 apps to open up a world of learning fun at an even more affordable price of \$59.99, making it a great first learning tablet for price conscious parents. Both InnoTab 3S Plus and InnoTab 3 Plus offer premium features for unsurpassed value as compared to competitive children's learning tablets.

"The InnoTab 3S Plus and the InnoTab 3 Plus are the quintessential learning tools, offering safe, educational experiences for a child," said William To, President, VTech Electronics North America. "Both tablets feature a wide variety of curriculums that will keep children engaged and immersed in learning new skills. And, the InnoTab 3S Plus includes an enhanced version of our exclusive Premium Kid Connect messaging app, an unprecedented introduction to the children's learning tablet category last year. These new introductions further demonstrate our peerless quality in creating age-appropriate and educational content that parents trust and children love."

InnoTab 3S Plus, InnoTab 3 Plus and the entire line of InnoTab tablets are designed to withstand physical wear and tear from kids, and each is value-packed with features and content designed exclusively with a child's unique educational needs in mind. Later this year, the tablets will be joined by InnoTab® MAX<sup>1</sup>, VTech's first tablet with Android™<sup>2</sup> learning content.

Additional features of the new InnoTab product range ([www.vtechkids.com/innotab](http://www.vtechkids.com/innotab)) include:

### InnoTab 3S Plus

- Rechargeable Power Pack (includes rechargeable batteries and AC adapter)
- Sixteen apps, including VTech Premium Kid Connect, My Magic Beanstalk Game, Wonder Cam and more
- Premium VTech Kid Connect lets kids send text and voice messages, photos, drawings and fun stickers between InnoTab 3S tablets and smartphones, as well as tablet-to-tablet
- Access to more than 800 additional cartridges, software and apps via the Learning Lodge app store
- Age-appropriate content with recommended age and grade range for each child's unique needs
- Expert supported curriculum is reviewed by the VTech Expert Panel
- Browse the web and explore VTech-selected sites or manage the website list using parental controls
- Movie Maker lets kids become their own director, using their photos to create amazing movies
- Art Studio unleashes a child's creative side as they color, draw, paint and decorate with special stickers
- E-Reader with story dictionary
- 180° rotating camera
- Plays videos and MP3 songs
- Expandable memory
- 2 styluses and a stylus string
- 5" color touch screen
- Ages 3-9 years; MSRP \$79.99



## InnoTab 3 Plus

- Rechargeable Power Pack (includes rechargeable batteries and AC adapter)
- Twelve apps, including My Magic Beanstalk Game, Wonder Cam, Movie Maker and more
- Access to more than 800 additional cartridges, software and apps via the Learning Lodge app store
- Age-appropriate content with recommended age and grade range for each child's unique needs
- Expert supported curriculum is reviewed by the VTech Expert Panel
- Movie Maker lets kids become their own director, using their photos to create amazing movies
- Art Studio unleashes a child's creative side as they color, draw, paint and decorate with special stickers
- E-Reader with story dictionary
- 180° rotating camera
- Plays videos and MP3 songs
- Expandable memory
- 2 styluses and a stylus string
- 4.3" color touch screen
- Ages 3-9 years, MSRP: \$59.99



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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](https://www.facebook.com/VTechtoys) on Facebook or follow @VTechToys on Twitter.

<sup>1</sup> *InnoTab MAX has not been authorized as required by the rules of the Federal Communications Commission. This device is not, and may not be, offered for sale or lease, or sold or leased, until authorization is obtained.*

<sup>2</sup> *Android is a trademark of Google*