



VTech®'s Kidizoom® Smartwatch DX Earns Spot on TTPM Most Wanted Holiday Toys List

Annual List Predicts Must-Have Toys of the Season

CHICAGO, September 29, 2015 /PRNewswire/ Today VTech® announced its Kidizoom® Smartwatch DX, the next generation of last year's award-winning Kidizoom Smartwatch, was named to the TTPM Most Wanted holiday list. The annual list designated by TTPM, the leading review site for toys, tots, pets, and more, is an independently tested and curated list of the most in-demand toys and kids lifestyle products for the holidays. The recognition for the Kidizoom Smartwatch DX continues the accolades for VTech's growing Kidizoom line, which includes one of the year's hottest toys, the Kidizoom Action Cam, and the original Kidizoom Smartwatch, which earned a spot on TTPM's 2014 Most Wanted list.

"The new Kidizoom Smartwatch DX cements VTech's position as a leader in accessible and affordable kids' tech," said Chris Byrne, EVP and content director for [TTPM](#), aka The Toy Guy®. "With its sleek, on-trend design; rich, engaging, age-appropriate content, outstanding features and ease of use, we anticipate that this will be one of the most in-demand products for the 2015 holiday season for its target audience."

The Kidizoom Smartwatch DX offers a higher performance than the original Kidizoom Smartwatch with better specs including double the internal memory and improved image quality, combined with more new features than ever before, such as exciting motion-activated games, eye-catching 3D clock faces and new tools to hone basic math skills in a kid-friendly, durable design.

"The Kidizoom Smartwatch DX builds off the incredible response we had to our foray into the wearable technology market for kids, with our original Kidizoom Smartwatch," said William To, President, VTech Electronics North America. "Through research and development, we looked for ways to make this popular toy even more innovative and engaging for kids, and we're so honored that TTPM has again recognized our dedication to this growing category."

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 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 your child can work out simple addition, subtraction, multiplication and division problems. More than just a watch, it's the Kidizoom Smartwatch DX. (MSRP: \$64.99, Ages 4 years and up)

For more information, visit www.vtechkids.com/smartwatchdx.

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 TTPM

[TTPM[®]](http://TTPM.com) is a leading product review site for toys, tots, pets and more. With more than 10 million monthly views of its comprehensive video reviews, TTPM is the number one resource for consumers seeking the best in toys, baby gear, pet toys, kids electronics, and sporting goods. The site's expert team creates more than 5,000 independent reviews annually, each featuring the TTPM Price Check which lists live price comparisons and one click purchasing from major retailers. For mobile users, the free Shop for Kids app by TTPM delivers the site's full reviews as well as the TTPM Price Check, offering consumers potential for immediate savings while they shop online or in stores. Shop for Kids is #1 rated app in Apple App in its category. The TTPM team can also be found on Facebook, Twitter, YouTube, Pinterest, Instagram, and Google+.

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