



InnoTAB[®] MAX

InnoTab[®] MAX Gives Kids an Edge in Learning as They Head Back to School

Award-Winning Tablet Offers Best of Both Learning Worlds, Combining VTech[®]'s Extensive Expert-Supported Library with Android™ Learning Content

CHICAGO, August 20, 2015 /PRNewswire/ As kids head back to school and the focus naturally shifts from summer fun to education, parents are looking for ways to help their children succeed and give them a learning advantage. [VTech[®]](#), a pioneer in children's learning tablets, offers a powerful and versatile 7" tablet that can supplement children's learning – its award-winning [InnoTab[®] MAX](#). Built to grow with a child for years of learning fun, InnoTab MAX uniquely combines VTech's expert-supported library of cartridges, software and apps with carefully selected educational Android™¹ apps, offering the best of both learning worlds and the widest variety of curricula to provide a superior children's tablet.

"InnoTab MAX exceeds the expectations parents have when selecting a learning tablet for their child," said William To, President, VTech Electronics North America. "Our research shows that parents look for a tablet that is durable and can meet their child's needs for several years, as well as offer a variety of educational software and apps at the best value, and InnoTab MAX delivers all these features and more."

Because VTech knows parents also value educational content to complement classroom learning, consumers will receive a free educational bundle containing 8 apps, along with one free Toca Boca app, after they register their tablet on the Learning Lodge[®] app store. Parents can choose a bundle that focuses on a single subject area such as Language Arts or choose a bundle that covers a variety of skills appropriate for their child's grade level. Consumers also have access to more than 850 educator-supported VTech and Android apps, including hand-picked Android learning games and age-appropriate learning software and content through the Learning Lodge. The apps, featuring a well-rounded curriculum of language arts and reading, math, science, social studies, problem solving and creativity, have been reviewed by VTech's [Expert Panel](#), made up of top educators from key knowledge areas, so parents know their child is getting learning content that is kid-friendly and educator-approved.

"The tablet has proved to be a welcome way for kids to interact with digital media," said Dr. Eric Klopfer, VTech Expert Panel member and Platform Learning Expert. "Touch interfaces and well-crafted content have meant an easy on ramp for many children who enjoy and learn through this technology. The InnoTab MAX learning tablet continues to provide an age-appropriate experience for younger kids wanting their very own tablet. As the library of carefully chosen Android apps steadily increases, so does the learning and playing opportunities for kids using this system."

In addition to content on the Learning Lodge, VTech has a rich library of educational cartridges, giving parents even more ways to make InnoTab MAX new and exciting for kids, and extend play for years of learning fun. With the cartridges, kids can explore engaging content through age-appropriate games, e-

Books and more, allowing children to progressively learn key subjects such as math, reading and science with the help of popular familiar characters. Select new titles this year include Frozen[®], Miles from Tomorrowland[®], Paw Patrol[®] and Dora & Friends[®].

The InnoTab MAX features:

- Powerful dual-core CPU with up to six times the processing power of previous generations
- High resolution 7" multi-touch screen
- Built-in rechargeable Lithium battery
- Includes VTech Kid Connect™, which allows children and parents to exchange voice and text messages, photos, drawings and fun stickers in real time between the tablet and a smartphone
- Additional apps include My Magic Beanstalk, Movie Maker, Art Studio and Wonder Cam MAX
- One free Toca Boca app and two additional free apps can be downloaded from the online Learning Lodge app store
- Huge existing library of age-appropriate apps plus hand-picked Android learning games
- Progressive learning content that adapts to a child's skill level
- Kid-safe Wi-Fi and Web Browser so kids can explore online games, videos and websites that have been pre-selected by VTech
- Parental Controls which allow parents to manage their child's apps, web access and tablet time
- Progress log so parents can follow their child's learning development
- Handle, flip and fold stand and tough cover to protect the tablet; cover is removable for a grown-up feel
- Ages 3 – 9 years
- MSRP: \$99.99

Visit www.vtechkids.com/ITMAX for additional information.

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.

Media Contact:

Nicole Centinaro

Coyne Public Relations

973-588-2000

ncentinaro@coynepr.com

¹ Android is a trademark of Google Inc.



Age-Appropriate Downloadable Content

Our expert-supported curriculum includes 650+ cartridges and downloads that feature recommended age and grade ranges for your child's unique needs.

	3-6 YEARS Pre-K » K	4-7 YEARS Pre-K » 1st	6-9 YEARS 1st » 3rd
Reading & Language Arts	Handwriting	Spelling	Reading
Science & Social Studies	Physical Science	Light Reflection	Spatial Sense
Creativity & Problem Solving	Observation	Patterns	Logic
Math	Counting	Addition	Subtraction