



## **VTech® Expands Baby, Infant, Toddler and Preschool Lines with Engaging New Products that Promote Discovery**

*Expert-Supported Collections Encourage Development Through Exploration*

NEW YORK, February 17, 2018 /PRNewswire/Today VTech® announces the expansion of its award-winning Baby, Infant, Toddler and Preschool lines, featuring exciting new products that allow parents to enrich their children's play experiences through discovery. The new collections are designed to engage and encourage little ones by offering sensory experiences and on-the-go fun while encouraging development and interactivity. They are on display at the 2018 North American International Toy Fair®.

"We know parents strive to give their children the best of everything in life and as an industry leader of early childhood learning products, we want to help them achieve that goal," said William To, President of VTech Electronics North America. "Our new products allow children to focus on play through exploration and discovery while parents can be assured they're delivering developmental benefits at an incredible value."

VTech's Baby, Infant, Toddler and Preschool products are developed with critical insights from a dedicated team of in-house learning experts led by Dr. Clement Chau, Director of Learning for VTech. An expert in early childhood development and learning, Dr. Chau and his team guide the design and development of learning toys and educational products at VTech to ensure optimal childhood development.

New products for babies include the Touch & Discover Sensory Turtle™, an adorable plush featuring tactile fabrics, rich colors and interactive buttons to stimulate babies' senses and encourage fine motor skills. For fun on-the-go, the Farm Fun Storybook™, On-the-Go Baby Driver™ and Play & Move Puppy Tunes™ keep babies actively engaged. VTech is also introducing Pop & Score Soccer™, an action-packed toy that allows for two players so parents can engage with their child. Plus, the best-selling Sit-to-Stand Learning Walker™, an interactive transitional toy that grows with a child from crawler to walker, is getting a fresh new look while continuing to offer stimulating activities.

"Children learn about the world through discovery, and playtime should be no different," said Dr. Chau. "The new VTech toys offer children interactive experiences that allow them to explore and discover, encouraging them to achieve developmental milestones in fun and engaging ways."

Highlights of the Baby, Infant, Toddler and Preschool lines, available later this year, include:

**Touch & Discover Sensory Turtle™**: When the Touch & Discover Sensory Turtle comes out of his shell, he's sure to entertain your little one! This plush turtle features a variety of textures, colors, patterns and more to help stimulate your baby's senses and encourage fine motor skills. Play peek-a-boo with the cute and cuddly turtle by tucking in his head and legs to change him into a soft, wobbly ball for 2-in-1 play. The chunky light-up button on the top of the turtle's shell is easy for little ones to press and

responds with a variety of sounds, songs, music and playful phrases. Wiggle and wobble the turtle to activate the motion sensor and hear playful sounds and short tunes. The turtle's shell also includes a baby-safe mirror, rattle and crinkly leaf. There's plenty to see, touch and explore with this friendly turtle!Ages 3+ months.

**Farm Fun Storybook™**: It's time to get to work on the farm! Enjoy reading or hearing the story read aloud with the Farm Fun Storybook. Chunky tabs make it easy to turn and discover five illustrated pages about a farmer completing his chores. Press the light-up face button to hear different responses on each page, or press the music button to play 15 different classic melodies. This cheerful storybook features fun sounds, playful phrases and three sing-along songs. Rise and shine, and play on the farm!Ages 3+ months.

**On-the-Go Baby Driver™**: Get behind the wheel with the On-the-Go Baby Driver. Your little one can pretend to drive around town by turning the colorful fabric steering wheel to hear realistic car sound effects and fun responses. The light-up button plays imaginative phrases and songs that encourage language development and sing-along fun. The dashboard features a gear shift, turn signal, ignition key, horn button and side mirror for pretend racing play. The driver can be used as a floor toy or attached to strollers for on-the-go fun. Buckle up and let's go!Ages 3+ months.

**Play & Move Puppy Tunes™**:Press the Play & Move Puppy Tunes music button and start grooving! This adorable dancing puppy rocks, sings and plays the guitar. Explore the drum, piano and saxophone buttons while listening to 30 melodies in classical, jazz and pop music styles. Then, press the music button to hear three songs. Two colorful lights flash with the music, attracting your baby's attention. Grab this music player and never miss a chance to dance!Ages 6+ months.

**Sit-to-Stand Learning Walker™ Deluxe**:From baby steps to big steps, the new and improved Sit-to-Stand Learning Walker Deluxe helps your little one develop from a crawler to a walker. This interactive walker features a removable electronic play panel for 2-in-1 fun that grows with your child. The easy-to-remove activity panel is great for floor play and packed with fun! Spinning gears, five light-up piano keys, three colorful shape sorters, a removable cell phone and more offer nonstop fun that will stimulate your baby's learning and develop their motor skills. Meet six friendly animals by inserting the shape sorters, pressing the puppy button, sliding the mouse or batting at the bird. Attach the panel to the walker as babies grow, and they'll continue to learn as they move along! Ages 9-36 months.

**Pop & Score Soccer™**: Pass, shoot and score with Pop & Score Soccer. Press the four chunky buttons to move the animals forward and backward or side to side to score or block goals. The goalies wobble back and forth when the buttons are pressed to help block goals. When the soccer ball passes by one of the goalies, the magic sensor in the net will respond with cheers and applause. Fun phrases, songs and sound effects promote your little one's language skills and encourage interaction, teamwork and imaginative play. Play on your own or with a friend!Ages 12-36 months.

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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 40 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, including prestigious Toy of the Year (TOTY) Award winners. The company also has a broad range of award-winning infant, toddler and preschool products available in 31 different languages worldwide, with more than 100 new products introduced every year. In order to further strengthen VTech's position as a learning authority, new products are developed with critical insights from a dedicated team of in-house learning experts.

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

For more information about VTech's electronic learning products, visit [www.VTechKids.com](http://www.VTechKids.com), [www.facebook.com/VTechtoys](http://www.facebook.com/VTechtoys) on Facebook or follow [@VTechToys](https://twitter.com/VTechToys) on Twitter.

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