



## **VTech® Debuts New Collection of Toys That Enrich Play Through Discovery at 2018 North American International Toy Fair®**

*Award-winning Product Lines Feature Fresh Introductions and An Exciting New License*

NEW YORK, February 16, 2018 /PRNewswire/Today VTech® unveiled its new lineup of products that foster imagination, discovery and developmental milestones through playful innovation at the 2018 North American International Toy Fair®. The engaging collection includes the expansion of VTech's enriching Baby, Infant, Toddler and Preschool lines, magical new Go! Go! Smart Wheels® themes and new additions to the award-winning Kidi line of electronics.

"We are very excited to reveal our newest collection of VTech products that offer children countless ways to explore and discover," said William To, President, VTech Electronics North America. "As a leader in the learning toy category, we strive to deliver products that not only enrich children's development but make learning fun as children begin to explore the world around them."

VTech's 2018 range of new introductions includes:

### **Baby, Infant, Toddler and Preschool Lines**

With more than 20 exciting new introductions, VTech is expanding its award-winning Baby, Infant, Toddler and Preschool lines, featuring products that allow parents to enrich their children's play experiences through discovery. The 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.

### **Go! Go! Smart Wheels®**

Proprietary SmartPoint® technology brings Go! Go! Smart Wheels playsets and vehicles to life, sparking toddlers' imaginations by providing multi-sensory learning. The exciting, interactive Go! Go! Smart Wheels Launch & Chase Police Tower™ will have kids racing, chasing and patrolling the city with this engaging playset. They can pretend to serve and protect as they patrol with Po the SmartPoint Police Car and chase the Getaway Car around three track levels, while exploring SmartPoint locations throughout. There is also a new Go! Go! Smart Wheels Tow & Go Garage™ with nine interactive

SmartPoint locations that is sure to get little gearheads revved up. If they'd rather take to the skies, the new Go! Go! Smart Wheels Take Flight Airport™ will have them soaring as they launch the SmartPoint airplane on the catapult up to the cloud.

### **Children's Electronics**

Building on the continued success of its Kidi line of electronics, VTech will introduce an exciting new karaoke machine, fun microphone and hi-tech journal. Kids can sing along to their favorite songs with the new Kidi Star Karaoke Machine™ and Kidi Star Music Magic Microphone™. Featuring the innovative Music Magic feature that reduces or removes the vocal track of songs, the products work with existing music collections such as MP3 files, streaming music services and YouTube karaoke videos, so no additional purchase is required. They also come packed with engaging content and play value including games, sound effects and voice effects for fun musical expression. VTech is also introducing the Kidi Secrets Selfie Journal™. Much more than a diary, techie kids will love the extensive features, including facial recognition that only unlocks the journal when it recognizes the user's face, front and back cameras, photo and video filters, games and more.

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

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