



## **Kidizoom® Action Cam by VTech® Earns Spot on Kmart® Fab 15 Hot Holiday Toy List**

*Retailer's Annual Picks Mark Newest Honor for Standout in 2015 Awards Season*

CHICAGO, September 25, 2015 /PRNewswire/ Today VTech® announced its Kidizoom® Action Cam was named to Kmart's Fab 15 list of must-have holiday toys, continuing its streak of accolades for the 2015 awards season. Kmart's annual list highlights the holiday products that will top wish lists nationwide and serves as a gift guide to consumers to make purchases easier.

The Kidizoom Action Cam, which harnesses parents' technology for a new generation of active kids in a durable and affordable design, has earned multiple awards since its introduction earlier this year. It continues VTech's success with its growing Kidizoom line, which includes the Kidizoom Smartwatch, a runaway hit of 2014, and the next generation Kidizoom Smartwatch DX.

"The consumer reception to the Kidizoom Action Cam has been tremendous and validates our status as a trusted, innovative brand," said William To, President, VTech Electronics North America. "We are extremely proud to be recognized by Kmart as one of the elite toys recommended for consumers."

The Kidizoom Action Cam is a great first video and photo camera for kids and is durable enough to handle drops and tumbles. It can go anywhere kids go, and do anything kids do with two included mounts so they can attach it to their bike, skateboard and more, making it perfect for interactive play and capturing life's adventures. It also comes with a waterproof case so they can take videos and pictures up to 6' underwater – perfect for budding snorkelers and splashing fun. The Action Cam features a 1.4" color LCD screen and can take stop-motion videos and time-lapse photos in addition to regular videos and photos. Children can also explore their creativity with fun effects, frames and photo filters. It's easy to upload their photos and videos to a computer using the included micro USB cable so parents can choose to share them with family and friends. For even more fun, they can also play three exciting games. Available in yellow/black and purple. (Ages 4 years and up, MSRP: \$59.99)

"VTech's Kidizoom Action Cam is an in-demand toy that parents and kids both love for its ease of use and hours of interactive play on the go," said Simha Kumar, President, Children's Entertainment at Kmart. "We anticipate it will be a top choice for our Shop Your Way members and all Kmart shoppers this holiday season."

For more information, visit [www.vtechkids.com/actioncam](http://www.vtechkids.com/actioncam).

### **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](http://www.VTechKids.com), [www.facebook.com/VTechtoys](https://www.facebook.com/VTechtoys) on Facebook or follow @VTechToys on Twitter.

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