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VTech® Debuts Tablet for Kids - InnoTab™

The Next Generation of Electronic Learning Toys Mimic Mom and Dad's Favorite Gadgets

CHICAGO – (February 13, 2011): VTech (www.vtechkids.com) knows that kids want the latest technology, while parents want to make sure the experience is age-appropriate and helps children learn. Award-winning smash hits like V.Smile™, V.Reader® and MobiGo® are just a few examples that prove VTech's global leadership for bringing innovative technology to electronic learning toys.

Last year saw the rise of the tablet as the latest consumer electronic technology trend, and in 2011 the demand for these portable phenomena shifts to kids and the toy industry.

With the new **InnoTab**, VTech brings to kids a cutting-edge, multi-function tablet. Interactive and animated reading, educational gaming and creative activities are offered through a cartridge library that features kids' favorite characters. Together with a rich collection of applications, InnoTab provides children aged 4-9 with abundant opportunities for development and fun.

"Tablet technology is immensely appealing and appropriate for young kids. It provides an ideal platform for this age," said Dr. Eric Klopfer, Director of the MIT Scheller Teacher Education Program, Director of The Education Arcade and VTech Advisory Council Member. "The InnoTab capitalizes on the features and applications of tablets, but adapts them in a way that makes it safe and appropriate for kids, while maintaining their fun and educational value."

The number of young children who have experienced some form of electronic learning continues to rise. According to a recent survey by Scholastic, 25% of kids as young as six have read a book on an electronic device¹.

"Anyone who has used a tablet device knows its greatest value is its versatility, especially the wide range of applications that provide a unique experience for the user," said Tom McClure, Director of Marketing for VTech Electronics North America. "Most parents would be hesitant to give their own gadgets to young children, however, VTech has taken that cutting-edge tablet technology and applied it to the InnoTab, which encourages early learning in a fun product that is just right for kids."



InnoTab

InnoTab is a multi-media educational tablet for children 4-9 that combines interactive and animated reading, learning games, creative activities and a rich collection of applications. It features a 5" brilliant color touch screen LCD, a tilt-sensor for game control, microphone, as well as interfaces for USB, SD card and a headphone jack, all housed in a sleek, durable and compact design for easy portability.

¹ Scholastic – "[Kids and Family Reading Report](#)," 2010

- **Interactive, Animated E-books**

Stories come to life through interactive, animated e-books that offer story narration, character voices, animation, vivid graphics, sounds and music. Kids will learn and enjoy reading comprehension, vocabulary, phonics, word building, and interact with animated characters. As they read, kids will watch the words highlight and can touch individual words to hear them pronounced. Each e-book comes with a story dictionary offering word definitions that are easy for kids to comprehend and helps with the context of the story.

- **Learning Games**

Using the touch screen and tilt-sensor, kids can have hours of fun with learning games. They can control how they play, and develop the skills of using touch applications including tap, flick, pat and drag-and-drop so they can have the same technology and fun as parents do with their touch-screen devices. Using the tilt-sensor they can control the onscreen fun by turning, tilting and moving the tablet in different directions to manipulate the image on-screen.

- **Creative Activities**

InnoTab lets kids bring out their creative side with an Art Studio offering painting and drawing applications they can use with their fingers or the included stylus. It also provides a Photo Viewer/Editor.

- **Feature-Rich Software Cartridges**

InnoTab offers full-feature cartridges providing interactive e-books, learning games and creative activities. Kids can play and learn with their favorite characters, such as Toy Story, Dora the Explorer and Disney Princesses. This expanding library of cartridges starts with nine titles at launch, including:

- Disney/Pixar's Cars 2
- Disney Fairies
- Disney Princess
- Dora the Explorer
- Mickey Mouse Clubhouse
- The Penguins of Madagascar
- Scooby-Doo
- SpongeBob Squarepants
- Disney/Pixar's Toy Story

- **Applications**

Kids can maintain their multi-media lives with InnoTab's integrated MP3 player to listen to their favorite songs, as well as view videos with the Video Player. Other integrated applications include a Calculator, Calendar, Notepad, Clock with personalized voice alarm and Friends Address Book.

- **Online Value**

InnoTab easily connects to a PC or Mac computer via USB port and has an SD card slot for memory expansion so you can download interactive e-books and learning games from VTech's Learning Lodge Navigator (www.vtechkids.com/download). Over 100 download titles will be available by the end of the year. Parents can also use the Learning Lodge Navigator to stay abreast of their kid's progress on a variety of educational milestones and lessons.

SRP InnoTab: \$79.99. SRP Software Titles: \$24.99

Ages 4-9 years old, available Fall 2011 at vtechkids.com, Target, Toys R'Us and Walmart

ABOUT VTECH

VTech, the creator of the Electronic Learning Products (ELP) category and the award-winning V.Reader and MobiGo handheld toys, is a world leader of age-appropriate learning products. Since 1980, VTech has been developing high-quality, innovative educational products that enrich children's development, from birth to preteen, through fun and smart play.

VTech Electronics North America, LLC is based in Arlington Heights, Ill. VTech is headquartered in Hong Kong and is the world's largest manufacturer of cordless telephones and provides highly sought-after contract manufacturing services, with distribution throughout North America, Europe and Asia. For more information on VTech's additional product lines, visit www.vtechkids.com on the Web, www.facebook.com/VTechToys on Facebook or follow [@VTechToys](https://twitter.com/VTechToys) on Twitter.

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