



Smartest Watch for Kids Gets Even Smarter with VTech®'s Kidizoom® Smartwatch DX

Second Generation Smartwatch Adds Higher Performance and Lots of New Features for Active Kids

CHICAGO, August 17, 2015 /PRNewswire/ The wearable tech market for kids has exploded in the past year led by the coolest gadget for kids, the award-winning Kidizoom® Smartwatch by VTech®. Today the company announces it has outdone itself again with the next generation of its hugely successful camera watch, the new [Kidizoom® Smartwatch DX](#). Packed with content kids crave in a durable, kid-friendly design, the Kidizoom Smartwatch DX offers a higher performance than the original Kidizoom Smartwatch with better specs including double the internal memory and improved image quality, combined with more new features than ever before, such as exciting motion-activated games, eye-catching 3D clock faces and new tools to hone basic math skills.

“The new Kidizoom Smartwatch DX cements VTech’s position as a leader in accessible and affordable kids' tech,” said Chris Byrne, content director for [TTPM](#), aka The Toy Guy®. “With its sleek, on-trend design; rich, engaging, age-appropriate content, outstanding features and ease of use, we anticipate that this will be one of the most in-demand products for the 2015 holiday season for its target audience.”

Perfect for young photographers, the Kidizoom Smartwatch DX boasts double the memory of the original Kidizoom Smartwatch so kids can take more pictures and videos to share with family and friends. Plus, with a new sensor, images are brighter and sharper, for a noticeable improved image quality. The Kidizoom Smartwatch DX also has more play value than ever before with 11 entertaining games kids can play using the touch screen, as well as the ability to download more from VTech’s Learning Lodge® app store. Active children who love to run, jump and dance will have fun exploring three exciting action challenges that utilize the new motion sensor, while even more games add engaging sound effects to movement. Additionally, the Kidizoom Smartwatch DX gives kids the opportunity to learn while having fun with a time telling app featuring a friendly owl that helps kids learn to tell time, a calculator so kids can work out simple math problems and a calendar feature.

Little fashionistas will appreciate the watch’s new design, which provides a trendy, updated take on the blue and vivid violet colors, plus chic new retail-exclusive camouflage, pink and red offerings¹. Kids can also personalize their watch and show off their style when they choose from more than 50 strikingly fresh 3D clock faces offering fun animations, displayed in digital and analog time.

“The successful launch of our original Kidizoom Smartwatch fortified our status as a trailblazer in the children’s wearable technology category,” said William To, President, VTech Electronics North America. “We are extremely proud to expand our Kidizoom line with a new, affordable wearable gadget for the next generation of kids, providing more content than ever before with fun tools, new games for hours of entertainment and educational features to sharpen classroom skills. The new Kidizoom Smartwatch DX incorporates feedback from moms, and kids, and gives them even more of what they’re looking for in a smartwatch.”

The Kidizoom Smartwatch DX features:

- Durable kids’ camera that captures vivid images
- Creative photo effects, frames and filters
- Video and voice recorder
- Generous internal memory that stores approximately 1,600 images² or 23 minutes of videos³
- 11 fun new games providing more play value than ever before
- Exciting new motion games and activities
- Cool new 3D clock faces with more than 50 digital and analog displays
- Time telling app, timer, alarm, calculator and calendar included
- Colorful touch screen
- Splash-proof, kid-friendly design
- Rechargeable battery
- Micro USB cable for data transfer and battery recharging
- Access to VTech’s Learning Lodge for additional games, watch displays, photo effects and more
- Choice of blue, vivid violet, camouflage, pink and red colors
- MSRP: \$64.99

The Kidizoom Smartwatch DX is available now at major retailers nationwide. For more information, visit www.vtechkids.com/smartwatchdx.

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.

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¹Not all colors available at all retailers.

²Image storage capacity quoted for resolution 640x480. Storage capacity varies according to image resolution.

³Video storage capacity quoted for resolution 320x240 pixels. Storage capacity varies according to video resolution. Each video clip is limited to one minute duration.