



VTech® Introduces New Products at Toy Fair® 2025

Award-Winning Product Lines Expand with Innovative Toys

NEW YORK, March 1, 2025 /PRNewswire/ – Today, VTech® will showcase its exciting lineup of engaging new toys at Toy Fair® 2025, continuing to expand its popular baby, infant, toddler and preschool categories with products that introduce early learning concepts in fun and interactive ways. Reinforcing its commitment to fostering developmental milestones through play, VTech’s latest collection includes the VTech Baby® 4-in-1 Steps & Stages Activity Center™, Buzz & Learn Activity Table™, Get Growing Tractor & Mower Ride-On™, Explore & Write Deluxe Activity Desk™ and the Kidi Superstar Jr. DJ Mixer™.

“We’re so excited to showcase our newest introductions at Toy Fair,” said Karen Balduf, Vice President of Marketing, VTech Electronics North America. “Spanning a wide range of developmental stages, our toys ensure that from baby to preschool and beyond, we’re offering fun and educational play for every age.”

Highlights of VTech’s Toy Fair 2025 lineup include:

- **4-in-1 Steps & Stages Activity Center™** – This transforming activity center adapts to different stages of development, allowing little ones to explore music, colors, counting and imaginative play. With multiple configurations—including sit-at, crawl-around or all-around—children can engage with light-up piano keys, a talking giraffe phone, a shape sorter, a pretend driving panel and more. (Ages 3+ months)
- **Buzz & Learn Activity Table™** – See what the buzz is about and fly around the honeycomb of seven developmental play zones that introduce colors, numbers, animals and more. This 2-in-1 activity table grows from floor play using the tabletop to standing play by adding the legs. Pop up the cute fox using the light-up buttons and hear music notes, buzzing bees, numbers and colors. Fox is excited to be with friends! Turn the book page to hear about different animals. Build coordination skills by inserting blocks into the hive shape sorter and press the top for a sweet surprise. Turn the flower gears, wiggle the honeypot and move the animal sliders and beads that make every day a bee-utiful day to play! (Ages 9-36 months)
- **Get Growing Tractor & Mower Ride-On™** – This 3-in-1 grow-with-me toy easily transforms from a push mower to a ride-on tractor, adapting to your little farmer’s growing skills. Hit the road with the removable dashboard to hear safety tips, listen to the radio and explore exciting pretend-play locations. Turn the steering wheel, shift gears and honk the horn to bring imaginative adventures to life! Changing weather? Flip the Weather Selector to hear forecasts for sunny, rainy, stormy or snowy days. With 12 sing-along songs, 36 melodies and over 240 sounds and phrases, kids will be ready to mow, grow and go! (Ages 12-36 months)

- **Explore & Write Deluxe Activity Desk™** – This interactive learning desk combines touch-sensitive technology with engaging content to help kids learn letters, numbers, shapes and more. With an innovative guided writing pad that encourages proper letter formation, interactive activity pages and a transformation feature that turns the desk into an easel or chalkboard, it's a versatile tool for creative learning. (Ages 2-5 years)
- **Kidi Superstar Jr. DJ Mixer™** – Budding musicians can mix and create their own tunes with this interactive DJ mixer. Kids can explore instrument, character and animal sounds while spinning the light-up turntable and adjusting the tempo. They can also sing along to built-in songs reinforcing letters, numbers and colors across three music styles. The interactive game mode helps children develop rhythm and coordination as they follow patterns on the screen. (Ages 3-6 years)

For more information about VTech's latest product offerings, visit 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 45-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 28 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.

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