



VTech® Delivers Innovative New Electronics for Tech-Savvy Kids

*A Smart Communication and Gaming Device, Kidizoom® Action Cam 180 and Kidizoom Smartwatch® DX2
Combine Technology with Fun, Age-Appropriate Content for Kids*

NEW YORK, February 18, 2017 /PRNewswire/ Continuing its commitment to bringing parents' technology to the next generation of kids, VTech® today announces new introductions to its award-winning collection of children's electronics. A smart device with quality content and robust features similar to those found in parents' smartphones as well as a number of new products building on the success of the Kidizoom® Action Cam and Kidizoom Smartwatch® DX will be on display at the 2017 North American International Toy Fair®.

"Our new products deliver everything children want from their electronics – entertainment, communication and gaming," said William To, President, VTech Electronics North America. "We utilize the latest technology to continue to grow our children's electronics and introduce on-trend devices that support a child's ever-changing, active lifestyle."

VTech will introduce the perfect first smart communication and gaming device for kids, letting them explore popular apps and content similar to those found on their parents' smartphones, with additional content and features built just for them. Through a messaging app, kids can send texts, voice messages, photos, drawings and animated stickers to contacts that have been approved by their parents. It also features a 5" touch screen, rotating camera, more than 40 preloaded age-appropriate games, a kid-safe web browser and an Android-based operating system. Through the restricted parent settings, parents can further customize their child's device by adding websites and popular Android apps and games they deem appropriate.

VTech will also introduce the new Kidizoom Action Cam 180, letting kids capture their adventures from every angle with a 180° rotatable camera. It comes with all the great accessories of the popular original Kidizoom Action Cam, including mounts for bikes and skateboards and a weather and water-resistant case, plus exciting new features kids will love experimenting with such as slow-speed and high-speed video recording modes.

VTech pioneered the children's wearable technology category with the original Kidizoom Smartwatch followed by Smartwatch DX, and continues to grow the line with the addition of new products. With a sleek new design, the Kidizoom Smartwatch DX2 features new games and customizable clock faces as well as two cameras so children can capture everything from action shots to selfies.

The products will be available later this year. Highlights include:

Smart Communication and Gaming Device: Communicate on the go! Kids can send texts, voice messages, photos, drawings and animated stickers over Wi-Fi to a parent-approved list of contacts such as family and friends. This kid-tough messenger features bumpers and a shatter-resistant screen, so it's great for on-the-go fun. The device is preloaded with more than 40 learning games that cover a variety of subjects including math, spelling, science, problem solving and music, and a kid-safe web browser with parental controls. With its Android-based operating system, this messenger is compatible with popular Android apps and games that parents can choose to download and make available to their children. Ages 4 years and up.

Kidizoom® Action Cam 180: Kids can capture their adventures wherever they are with the Kidizoom Action Cam 180. The 180° rotatable camera lets kids take photos and selfies from all angles, plus shoot videos with fun features like slow and fast-motion. Use the included accessories to mount the camera to a bike, skateboard and more while taking great action shots anytime, anywhere. Add the all-weather, water-resistant case for use up to six feet underwater. For even more fun, play one of the three included games. With the included micro USB cable, children can upload photos and videos as well as recharge the battery. Get in on the action with the Kidizoom Action Cam 180! Ages 4 years and up.

Kidizoom Smartwatch® DX2: Take pictures or videos, play games, tell time and more with the Kidizoom Smartwatch DX2. Featuring a new sleek and stylish design, this durable smartwatch has 55 digital and analog customizable clock faces to help kids learn to tell time. This smartwatch features two cameras that allow children to capture everything from action photos to selfies that can be customized in the Silly Me app and made into new watch faces. The watch includes an assortment of new innovative games including Monster Detector, which uses the camera and augmented reality to help kids find and capture monsters in the real world. Kids can also use the watch's motion sensor for active play challenges or to track movements. With the included micro USB cable, children can upload photos and videos as well as recharge the battery. Ages 4 years and up.

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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 24 different languages worldwide, with more than 100 new products introduced every year. 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.

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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