



VTech® Makes Some Noise with New Electronics for Kids Debuting at 2018 North American International Toy Fair®

New Karaoke Machine, Microphone and Digital Journal Encourage Self-Expression and Creativity

NEW YORK, February 18, 2018 /PRNewswire/ Building on the continued success of the KidiBuzz™ hand-held smart device and Kidizoom® Smartwatch for kids, VTech® will extend its Kidi line of electronics to include an exciting new karaoke machine, fun microphone and hi-tech journal. The Kidi Star Karaoke Machine™, Kidi Star Music Magic Microphone™ and Kidi Secrets Selfie Journal™ are on display at the 2018 North American International Toy Fair®.

“The stellar success of our KidiBuzz hand-held smart device, which sold out during the holiday season, reinforces our belief that kids continue to use and want technology in their everyday lives,” said William To, President of VTech Electronics North America. “Kids are also looking for ways to creatively express themselves and these new products help them do that, while being a natural extension of our children’s electronics line.”

Kids can sing along to their favorite songs with the new Kidi Star Karaoke Machine and Kidi Star Music Magic Microphone. Featuring the innovative Music Magic feature that reduces or removes the vocal track of songs, the products work with existing music collections such as MP3 files, streaming music services and YouTube karaoke videos, so no additional purchase is required. They also come packed with engaging content and play value including games, sound effects and voice effects for fun musical expression. VTech is also introducing the Kidi Secrets Selfie Journal. Much more than a diary, techie kids will love the extensive features, including facial recognition that only unlocks the journal when it recognizes the user’s face, front and back cameras, photo and video filters, games and more.

The new line will be available later this year and includes:

VTech® Kidi Star Karaoke Machine™: Take center stage and sing like a star with the Kidi Star Karaoke Machine. Grab the microphone and use Music Magic mode to reduce or remove the main vocal track of your favorite songs so you can be the star! Easily connect your MP3 player or mobile devices with the included audio cable and play favorite tunes from your own collection or sing along to the eight original songs. Twist the disco light 180 degrees for colorful light effects that create a great atmosphere for singing and dancing. Add audience sound effects like applause, cheering sounds and laughter so it really feels like you’re onstage at a concert! Record yourself for up to five minutes and add fun voice-changing effects, then listen to and enjoy your performance. For even more fun, play one of the six included games. It’s your time to shine! Ages 5+ years.

VTech® Kidi Star Music Magic Microphone™: Set out on the path to stardom with the Kidi Star Music Magic Microphone. Feel just like a star when you grab this portable microphone and sing your heart out anytime or anywhere. Use Music Magic mode to reduce or remove the main vocal track of your favorite songs so you can be the lead singer! Easily connect your MP3 player or mobile device with the included

audio cable and play favorite tunes from your own collection or sing along to the four original songs. The microphone is packed with fun features like four games, a voice changer with four effects and an applause button. Soft lights respond to the rhythm of your voice and pulse to the beat. Record yourself for up to two minutes and enjoy your performance again and again! Ages 5+ years.

Kidi Secrets Selfie Journal™: Protect your thoughts and dreams without the worry of siblings' prying eyes with the Kidi Secrets Selfie Journal. Make a photo journal, write diary entries or record messages and keep them safe. Facial recognition software unlocks the journal only when it recognizes your face. Features front and rear cameras so you can take selfies and pictures of your friends. A full suite of mini-apps includes games, photo and video filters, music and utilities that give you a variety of activities to play. Create new looks for yourself and your friends, care for a virtual pet, decorate photos and videos, play learning games and more! You're the key to this diary! Ages 6+ years.

###

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 31 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.

For more information about VTech's electronic learning products, visit www.VTechKids.com, www.facebook.com/VTechToys on Facebook or follow [@VTechToys](https://twitter.com/VTechToys) on Twitter.

Media Contact:

Nicole Centinaro
Coyne Public Relations
973-588-2000
ncentinaro@coynepr.com

