



## **Kidizoom® Action Cam Has Everything Kids Need to Capture Life's Adventures All Summer Long**

*VTech® Brings Latest Tech Trend to Kids, Packed with Durability & Affordability*

NEW YORK, May 1, 2015 /PRNewswire/ The rise in popularity of action cams and wearable devices is now reaching kids – but in a more durable and affordable way. Today VTech announces the availability of its latest innovation, the Kidizoom Action Cam ([www.VTechKids.com/ActionCam](http://www.VTechKids.com/ActionCam)), bringing parents' technology to a new generation of active kids.

As the summer months approach and families head outdoors, the Kidizoom Action Cam is the perfect companion to help little explorers capture memorable moments while on the go so parents can treasure them forever. It features a robust, durable design and comes complete with mounts for attaching to a bike, skateboard or scooter, plus a waterproof case, all at an affordable price, making it an exceptional alternative to an expensive adult action camera. It is available now at Walmart online ([www.walmart.com](http://www.walmart.com)) and in Walmart stores May 11<sup>th</sup>.

### **The Kidizoom Action Cam features:**

- 1.4 inch color LCD screen
- Waterproof case
- Mounting accessories for bikes and scooters
- Wrist strap
- Three built-in games
- Stop motion, time-lapse and multi-shot options
- Special effects including customized photo frames and color filters
- Kid-durable design to withstand drops and bumps
- Rechargeable battery
- Micro USB cable for data transfer and battery recharging
- Expandable memory up to 32GB with microSD card
- Choice of yellow/black or purple colors
- MSRP: \$59.96

The Action Cam is a great first video and photo camera for kids and is durable enough to handle drops and tumbles. It can go anywhere kids go, and do anything kids do with two included mounts so they can attach it to their bike, skateboard and more, making it perfect for interactive play and capturing life's adventures. It also comes with a waterproof case so they can take videos and pictures up to 6' underwater – perfect for budding snorkelers and splashing fun. The Action Cam features a 1.4" color LCD screen and can take stop-motion videos and time-lapse photos in addition to regular videos and photos. Children can also explore their creativity with fun effects, frames and photo filters. It's easy to upload their photos and videos to a computer using the included micro USB cable so parents can choose to share them with family and friends. For even more fun, they can also play three exciting games.

For more information, visit [www.VTechKids.com/ActionCam](http://www.VTechKids.com/ActionCam).

**Quote:**

“With the introduction of the successful Kidizoom Smartwatch last year, VTech proved to be a pioneer in the children’s wearable technology category. Further displaying our propensity for innovation, we’ve again harnessed the hot tech trends for adults and adapted it for children in a fun, easy-to-use, durable way with the new Kidizoom Action Cam. It features all the accessories kids need to have endless adventures, while being offered at a remarkable price for parents.” - William To, President, VTech Electronics North America.

**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 24 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](http://www.VTechKids.com), [www.facebook.com/VTechtoys](https://www.facebook.com/VTechtoys) on Facebook or follow @VTechToys on Twitter.