



## **VTech® Toys Featured on List of 100 Best Children's Products**

*Kidizoom® Action Cam, Kidizoom® Smartwatch DX and Write & Learn Creative Center™*

*Recognized by Dr. Toy®*

CHICAGO, Oct. 21, 2015 /PRNewswire/ Today VTech® announced three of its products were selected as part of Dr. Toy's 100 Best Children's Products. The Kidizoom® Action Cam, Kidizoom® Smartwatch DX and Write & Learn Creative Center™ met Dr. Toy's high standards for design, durability, price, quality, safety and value.

The Kidizoom Action Cam and Kidizoom Smartwatch DX, bringing parents' technology to a new generation of active kids in durable and affordable designs, were featured in the Ten Best High Technology Products category, representing the best in digital innovations. The Write & Learn Creative Center, letting little ones explore their creativity, was included as one of the Ten Best Audio/Video Products.

"It is always an honor when we receive recognition from an organization that has such high standards in selecting award-winning products," said William To, President, VTech Electronics North America. "It validates our commitment to continuing to provide engaging, innovative toys that inspire kids with learning fun."

"All three of these VTech products met our extensive criteria for excellence," said Dr. Stevanne Auerbach, a leading child development expert and founder of Dr. Toy. "The innovative Kidizoom Action Cam and Kidizoom Smartwatch DX were standouts in the crowded Best High Technology Products category while the Write & Learn Creative Center inspires creativity and learning fun."

Additional details about VTech's award-winning products can be found at [www.vtechkids.com](http://www.vtechkids.com) and include:

- **[Kidizoom® Smartwatch DX](#)**: The Kidizoom Smartwatch DX is an even smarter watch for kids with more fun games and activities! Perfect for young photographers, this durable smartwatch has more memory so kids can take tons of pictures and videos. Kids will love using the new motion sensor to explore three action challenges. The Smartwatch DX also includes eight games kids can play using the touch screen as well as the ability to download more from the Learning Lodge®. The watch helps teach kids how to tell time by letting them choose between more than fifty 3D digital and analog displays. In addition to the alarm, timer and stopwatch, two new tools include a calendar feature and a calculator so children can work out simple addition, subtraction, multiplication and division problems. (Ages 4 years and up, MSRP: \$64.99)
- **[Kidizoom® Action Cam](#)**: The Kidizoom 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. Available in yellow/black and purple. (Ages 4 years and up, MSRP: \$59.99)

- **Write & Learn Creative Center™**: The Write & Learn Creative Center provides children with an interactive and fun way to give them a head start on how to write. Animated demonstrations help preschoolers follow along to learn proper stroke order for uppercase and lowercase letters. Customize the creative center with a child's name and the screen will show them how to write it step-by-step. Choose a drawing activity and children will learn to draw by progressing from simple lines and shapes to 26 different objects. Little artists can then explore their creativity by drawing their own pictures with the included stencils and stamps while listening to the cheerful music. (Ages 3-6 years, MSRP: \$24.99)

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

### **About Dr. Toy and Dr. Toy's 100 Best Awards**

Noted child development authority, Stevanne Auerbach, Ph.D. (a.k.a. Dr. Toy) has recognized the quality and value of VTech for many years. She is author of [Dr. Toy's Smart Play/Smart Toys: How to Select and](#)

Use the Best Toys and Games. She evaluates and selected best products for Dr. Toy's Guide, [www.drtoy.com](http://www.drtoy.com).

Developed by Dr. Auerbach, the Dr. Toy's 100 Best Toys and Children's Products Program serves as a valued service to consumers who desire to purchase safe, affordable, educationally-oriented and stimulating toys and play products for children.

Using extensive criteria developed by Dr. Auerbach over many years, Dr. Toy's 100 Best Toys and Children's Products are very carefully chosen and evaluated based on selective criteria. The criteria includes: safety, design, durability, price, quality, value, age grading, name recognition, company dependability, and place of purchase.

The report of winning toys for Dr. Toy's 100 Best Toys and Children's Products for 2015 is available to parents, teachers and others interested in play and toys on Dr. Toy's Guide at [www.drtoy.com](http://www.drtoy.com).

**Media Contact:**

Nicole Centinaro

Coyne Public Relations

973-588-2000

[ncentinaro@coynepr.com](mailto:ncentinaro@coynepr.com)