



## **VTech® Takes Center Stage with Toy-Powered Original Music for New Fall Campaign**

*Kidi Star™ Rockstar Guitar™ headlines a new fall campaign featuring original music made with sounds from VTech's Kidi Tech lineup*

**CHICAGO — September 15, 2026** – [VTech®](#) today announced a new fall marketing campaign that brings the creativity of its Kidi Tech toys to life in an unexpected way: through original music created entirely from sounds generated by the toys themselves. Led by this year's Kidi Star™ Rockstar Guitar™ and featuring the Kidi Star™ DJ Mixer™ Pro, Kidi Star™ Drum Pad and KidiZoom® Creator Cam™ Ultra, the campaign showcases how Kidi Tech gives kids hands-on ways to explore music, performance and video creation through play experiences that feel like the real thing.

At the center of the campaign is a new TV commercial featuring original music created using sounds generated by the Kidi Star™ Rockstar Guitar™, Kidi Star™ DJ Mixer™ Pro and Kidi Star™ Drum Pad. The toys' beats, rhythms and effects were transformed into the instrumental track heard throughout the spot, paired with original vocals to complete the music. The result brings the creativity built into the Kidi Tech lineup directly into the campaign.

Headlining the campaign is the Kidi Star™ Rockstar Guitar™ (ages 5+; \$49.99), designed to give young musicians hands-on ways to explore different guitar styles, experiment with sounds, create their own music and mixes, play games and jam along with favorite songs. Kids can strum the interactive strings and press the frets to explore four guitar styles, including acoustic, electric, rock and sound effects. A catch-the-light music game challenges them to match the rhythm of the lights, while fret buttons add drum, piano and guitar sounds. Kids can also tilt the guitar for added effects, jam to 30 included melodies or wirelessly connect to a music player (not included) to play along with favorite songs in three streaming modes. The guitar includes a headphone jack and guitar strap.

The Rockstar Guitar is joined by other Kidi Tech products featured throughout the campaign, each offering a different way for kids to explore their creativity:

- **Kidi Star™ DJ Mixer™ Pro** (ages 5+; \$59.99): Young DJs can scratch, mix and remix 15 included songs or create, record and play back songs of their own. A keyboard adds melodies, while the built-in microphone lets kids add vocals, with a variety of effects and loops to explore. Kids can also wirelessly connect a music player to play along with favorite songs, play three included music games and turn on the party lights.

- **Kidi Star™ Drum Pad** (ages 5+; \$64.99): Kids can explore 20 different drum styles, including rock, marching band, metal and jazz, and create and record custom sounds. Three games include Chase the Light, where players repeat the beat by following the light-up drum pads and cymbals. Kids can play along with more than 30 built-in songs or connect to their own music using BLUETOOTH wireless technology or line-in audio. Coach mode introduces beats, fills and more, while Free-Play mode lets kids play, record and replay their own performances.
- **KidiZoom® Creator Cam™ Ultra** (ages 5+; \$69.99): Kids can create videos and take pictures using a range of tools and effects, then adjust them with easy, on-screen editing tools. The included green screen and Magic Background Removal provide access to more than 20 interactive backgrounds, while video tricks let kids float objects, get miniature, turn the world upside-down and more. Hand gestures activate more than 40 on-screen animations, and three included games encourage hand-eye coordination. Videos can be uploaded to a computer via USB-C cable (not included) with an adult's help.

“We're always looking for fresh ways to connect the play experience with the world families live in today,” said Karen Balduf, VP of Marketing, VTech Electronics North America. “Using sounds generated by our Kidi Tech toys to create the music for the campaign is a fun way to show the creativity these products can inspire. Kids can experiment, create and express themselves in their own way, and we’re excited to bring that same playful spirit to life through this campaign.”

The full lineup gives kids hands-on ways to explore their interests and express themselves, whether they’re experimenting with a new beat, riffing on a guitar, creating their own sounds or making a video. By turning the sounds of the toys into the music behind its TV commercial, VTech extends that creativity beyond the playroom and into the campaign itself.

The TV spot is only the beginning. Later this fall, VTech will expand the campaign with an original micro-drama series inspired by the same spirit of creativity and imagination. Designed as family entertainment for shared viewing, the short-form series will bring another dimension to the Kidi Tech campaign, with additional details to be announced closer to its debut.

The Kidi Tech lineup is available now at major retailers nationwide and online. For more information about VTech and its latest products, visit [www.vtechkids.com](http://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 50-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.

