



From Super Hero to President, VTech® Study Shows Parents Encourage Children to Dream Big

Results Prove New Flipsies™ Line of Collectible Dolls and Playsets are a Hit with Parents and Kids Alike

CHICAGO, November 11, 2015 /PRNewswire/ A new study conducted by VTech® offers insight into parents' feelings about their child's¹ dreams and aspirations. The study results were overwhelmingly positive, with 96 percent of parents saying they encourage their children to explore their interests and dreams. And, 88 percent of parents said they will support their child's dream regardless of how fantastical it may seem.

"At this young age, children want to fly like their favorite superhero, live in a castle like a princess or help animals like a veterinarian, and it's essential to remember all these things are developmentally appropriate," said Dr. Susan Bartell, Child Psychology Expert and VTech Expert Panel member. "What's important is that children feel empowered and know that no matter how big they dream, they have their parents' full support."

Given Dr. Bartell's expertise, VTech worked closely with her to develop its new [Flipsies™](#) line, which combines traditional role play with collectible dolls and accessories with interactive MagicPoint™ technology to encourage girls to dream big. Eight introductory themes offer a positive aspirational message by encouraging girls to let their dreams shine and be anything they want to be, whether it's a doctor, marine biologist, teacher, baker, rock star, veterinarian, fashion designer or even a princess. Transformation features combined with interactions between the characters and playsets using MagicPoint and MagicChat™ locations enhance the play value and allow girls to imagine living out their dreams. Every Flipsies doll and playset offers both real world and dream world modes, with MagicPoint locations that elicit unique phrases from the Flipsies dolls to stimulate fun, imaginative role play while encouraging girls to reach for the stars.

Extending the play value for kids with free activities added each month, a Flipsies microsite is available at www.Flipsies.com. This digital experience immerses girls in the world of the Flipsies, offering exciting activities, games, quizzes, videos and more. In addition, the microsite serves as a resource for parents, with tools and advice on how to support and empower their children, build their confidence and help them achieve their dreams. VTech has also assembled a Dream Team of real world successful women who are pursuing their dreams every day and helping to empower young girls to live out their own dreams. Videos and bios of these remarkable women can be found on the microsite.

Parental Tips from the Expert

Parents can nurture their child's dreams by keeping these tips in mind, according to Dr. Bartell:

- Be your child's #1 supporter, even if their dreams seem fantastical or improbable. Inspiring creativity, dreams and aspirations has great benefits and they'll always remember the encouragement you gave them.

- Ask your child questions about their dreams and aspirations. Show interest and enthusiasm. Dreams can become building blocks for your child's future – for example, a child who dreams of becoming a super hero and wanting to help others – may become a doctor, nurse or other helping professional.
- Make sure your child isn't overscheduled so there is enough time for creative play. Dreaming and imaginative play helps children think outside the box, develop passion in all they do and develop cognitive and emotional skills.

Flipsies are available now at www.vtechkids.com/flipsies and at major retailers nationwide. The collection launched with 10 playsets ranging from \$14.99 - \$39.99 and eight dolls at \$9.99 each, for endless fun at an affordable price.

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, www.facebook.com/VTechToys on Facebook or follow @VTechToys on Twitter.

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¹Study conducted with parents of a child 3 to 9 years of age.