



InnoTab™ Now Available At Retail

VTech Releases Revolutionary, Award-Winning Tablet For Kids. InnoTab Combines The Latest In Technology, Learning and Fun!

CHICAGO – (October 27, 2011): Today VTech® released the [InnoTab™](#), a multi-function educational tablet for children. InnoTab is now available at major retail and toy stores and [VTechKids.com](#). This innovative learning app tablet brings interactive and animated reading, educational gaming, creative activities, and a rich collection of applications to children ages 4-9.



InnoTab comes fully loaded out of the box with a full suite of applications including an interactive, animated e-book, motion games, creative activities, MP3 music player, photo viewer, video player, alarm clock, calculator, calendar and an address book.

InnoTab is supported by a cartridge library that features kids' favorite characters, including Disney/Pixar's Cars 2 and Toy Story, Dora the Explorer and Disney Princesses. Best of all, you can download more interactive e-books, learning games and other content from VTech's Learning Lodge Navigator and more than 100 downloads will be available by year end.

InnoTab features a 5" brilliant color touch screen LCD, a tilt-sensor for motion game control, USB interface, SD card slot for memory expansion, along with a stylus and a headphone jack. All of these are housed in a sleek, durable and compact design for easy portability.

"Moms and dads are looking for ways to make sure their kids' technology is age-appropriate, and VTech is excited to offer the InnoTab, which does exactly that," said Tom McClure, director of marketing, VTech Electronics North America, LLC. "Parents can trust that InnoTab's educational games and activities will make learning fun."

InnoTab's key features include:

Interactive, Animated E-books

Stories come to life on InnoTab through interactive, animated e-books that offer story narration, character voices, animation, vivid graphics, sounds and music. Kids will learn and enjoy reading comprehension, vocabulary, phonics, word building, and interact with animated characters. As they read, kids will watch the words highlight and can touch individual words to hear them pronounced. Each e-book comes with a story dictionary offering word definitions that are easy for kids to comprehend and helps with the context of the story

Motion Learning Games

Using InnoTab's touch screen and tilt-sensor, kids can have hours of fun with learning games. They can control how they play, and develop the skills of using touch applications including tap, flick, drag-and-drop so they can have the same technology and fun as parents do with their touch-screen devices. Using the tilt-sensor they can control the onscreen fun by turning, tilting and moving the tablet in different directions to manipulate the image on-screen.

Creative Activities

InnoTab lets kids bring out their creative side with an Art Studio offering painting, coloring and drawing applications they can use with their fingers or the included stylus. After a picture is painted, kids can tilt

the InnoTab to see their masterpiece come to life in 3D with Color and Pop. The Art Studio also includes photo editing capabilities and special effects that allow kids to explore their creative power with images transferred from a KidiZoom® camera (sold separately) or images from their home computer.

Feature-Rich Software Cartridges

InnoTab offers full-feature cartridges providing interactive e-books, learning games and creative activities. Kids can play and learn with their favorite characters, such as Toy Story, Dora the Explorer and Disney Princesses. This expanding library of cartridges starts with nine titles at launch, including:

- Disney/Pixar's Cars 2
- Disney Fairies
- Disney Princess
- Dora the Explorer
- Mickey Mouse Clubhouse
- The Penguins of Madagascar
- Scooby-Doo
- SpongeBob Squarepants
- Disney/Pixar's Toy Story

Applications

Kids can maintain their multimedia lives with InnoTab's integrated MP3 player to listen to their favorite songs, as well as view videos with the Video Player. Other integrated applications include Photo Viewer, Calculator, Calendar, Notepad, Clock, and Friends Address Book.

Online Value

InnoTab easily connects to a PC via USB port. It also has an SD card slot for memory expansion so you can download interactive e-books, learning games and other content from VTech's Learning Lodge Navigator (www.vtechkids.com/download). More than 100 download titles will be available by the end of the year. Parents can also use the Learning Lodge Navigator to keep up with their child's progress on a variety of educational milestones and lessons.

SRP: InnoTab \$79.99, Software Cartridges: \$24.99

Ages 4-9 years old, available now at vtechkids.com, Amazon.com, Kmart, Target, Toys“R”Us and Walmart

ABOUT VTECH

VTech, the creator of the Electronic Learning Products (ELP) category and the award-winning V.Reader and MobiGo hand-held toys, is a world leader of age-appropriate learning products. Since 1980, VTech has been developing high-quality, innovative educational products that enrich children's development, from birth to preteen, through fun and smart play.

VTech Electronics North America, LLC is based in Arlington Heights, IL. VTech is headquartered in Hong Kong and is the world's largest manufacturer of cordless telephones and provides highly sought-after contract manufacturing services, with distribution throughout North America, Europe and Asia.

For more information on VTech's additional product lines, visit www.vtechkids.com on the Web, www.facebook.com/VTechToys on Facebook or follow [@VTechToys](https://twitter.com/VTechToys) on Twitter.

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