



Get Ready for Adventure! VTech®'s Kidizoom® Action Cam is Available Now

Award-Winning Camera Brings Latest Tech Trend to Kids

NEW YORK, July 1, 2015 /PRNewswire/ This summer, kids can embrace the popular tech trend of action cams and wearable devices with their very own product for affordable on the go fun! Today VTech® announces the availability of its latest innovation, the Kidizoom® Action Cam, bringing parents' technology to a new generation of active kids. The award-winning toy has already been named the #1 breakout hit on the TTPM Summer Play List and has earned honors from The Toy Insider, The National Parenting Center Seal of Approval, Parents' Choice Awards, Tillywig Toy & Media Awards, Dr. Toy Best Vacation Products Awards and Mom's Choice Awards.

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 www.VTechKids.com/ActionCam and at major retailers nationwide.

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 and time-lapse 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 (microSD card not included)
- Choice of yellow/black or purple colors
- MSRP: \$59.96

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 Kidizoom 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.

Visit www.VTechKids.com/ActionCam for more product information and visit www.facebook.com/VTechtoys to enter the #greatestsummerever contest for a chance to win a Kidizoom Action Cam.

Quote:

“We are proud to expand the Kidizoom product range with the new award-winning Kidizoom Action Cam and further demonstrate our ability to channel the latest adult tech trend for kids in a value-packed, durable design. On the heels of our successful Kidizoom Smartwatch last year, the Action Cam illustrates why VTech is a leader in innovative technology for kids. It is ideal for kids to capture endless adventures and create lasting memories during the summer months and beyond.” - 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 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.

