



## **VTech® Announce New *Star Wars*™-Themed Smartwatches**

*New Smartwatches Feature Star Wars™ Characters, Sound Effects, Games and Clock Faces*

CHICAGO, September 27, 2017 / Today VTech® announces that a galaxy far, far away is coming to its hugely successful Smartwatch. Perfect for intergalactic explorers, new *Star Wars*-themed smartwatches will allow children to immerse themselves in the *Star Wars* galaxy while on the go. The First Order Stormtrooper™ smartwatch, available in black and white, and BB-8™ smartwatch, are available now at select retailers.

“Our Smartwatch has been the epitome of cool ever since it was introduced as the first smartwatch for kids,” said William To, President, VTech Electronics North America. “With the addition of the *Star Wars* themes, we are really bringing the smartwatch to a new level and a new audience of young Jedi.”

The durable new smartwatches can take pictures and videos and include *Star Wars*-themed photo effects. Padawans will love using the motion sensor to trigger lightsaber, droid and spaceship sound effects. They can challenge their skills with three mini activities that include blasting asteroids. The watch helps teach kids how to tell time by letting them choose among 30 *Star Wars*-themed digital and analog clock faces. A voice recorder provides voice-changing effects so children can change the pitch of their voice. In addition to the alarm, timer and stopwatch, the smartwatch also includes a calendar feature and a calculator so young Jedi can work out simple addition, subtraction, multiplication and division problems.

The First Order Stormtrooper smartwatch and BB-8 smartwatch are recommended for ages five and up and retail for \$69.99. For more information and where to buy, visit [www.vtechkids.com/starwars](http://www.vtechkids.com/starwars).

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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 40 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 31 different

languages worldwide, with more than 100 new products introduced every year. 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.

VTech Electronics North America, L.L.C. is based in Arlington Heights, Illinois. VTech Electronics Limited is headquartered in Hong Kong with distribution globally.

For more information about VTech's electronic learning products, visit [www.VTechKids.com](http://www.VTechKids.com), [www.facebook.com/VTechtoys](https://www.facebook.com/VTechtoys) on Facebook or follow [@VTechToys](https://twitter.com/VTechToys) on Twitter.

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