



Media Contact:
Nicole Centinaro
Coyne Public Relations
973-588-2000
ncentinaro@coynepr.com

Kidizoom® ACTIONCAM

VTECH® KIDIZOOM® ACTION CAM BRINGS LATEST TECH TREND TO KIDS

Durable, Affordable Action Cam Comes Packed with Everything Kids Need to Capture Life's Adventures

(NEW YORK) – February 13, 2015 – VTech® (www.vtechkids.com), a world leader in age-appropriate and developmental stage-based electronic learning products for children, today announced the introduction of the multi-function **Kidizoom® Action Cam**, bringing parents' technology to a new generation of active kids. Following the huge success of the Kidizoom® Smartwatch, one of the hottest tech toys of 2014, the Kidizoom Action Cam allows kids to play and capture their adventures with videos and photos on-the-go. The Kidizoom Action Cam 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. The Kidizoom Action Cam will be on display at the 2015 North American International Toy Fair®.

"Last year, VTech displayed our propensity for innovation with the successful Kidizoom Smartwatch, leading the way in the burgeoning children's wearable technology category," said William To, President, VTech Electronics North America. "The new Kidizoom Action Cam proves VTech has again harnessed the hot tech trend for adults and adapted it for children in a fun, easy-to-use, durable way. Best of all, it comes jam-packed with all the accessories kids need at a remarkable price, making it appealing to mom and dad, too."

The 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 more¹, 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 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.

VTech has a rich history in creating fun learning technology for children. Since 1980, VTech has combined innovative technologies that capture children's attention with educational content that makes learning fun. As technology has evolved, so have VTech's products, holding true to the company's mission to identify trends and new technologies and pass them on to the consumer in fun, engaging ways and at affordable prices.

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, time-lapse and multi-shot 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
- Choice of yellow/black or purple colors



The **Kidizoom® Action Cam** will be available early summer at a retail price of \$59.99 and is appropriate for ages four and up.

For more information about VTech's new products, please visit www.vtechkids.com.

###

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 24 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 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. VTech is the global leader in electronic learning products from infancy to preschool.

For more information on VTech's additional product lines, visit www.VTechKids.com, www.facebook.com/VTechtoys on Facebook or follow @VTechToys on Twitter.

The Kidizoom Action Cam has not been authorized as required by the rules of the Federal Communications Commission. This device is not, and may not be, offered for sale or lease, or sold or leased, until authorization is obtained.

¹ VTech takes child safety seriously, which is why all our toys undergo intense testing and analysis to adhere to all of the industry's safety standards. The Kidizoom Action Cam is age-appropriate and designed to let active children safely capture their adventures with videos and photos and is not intended for use while performing "stunts" or "tricks." VTech does not condone risky behavior. Though it can be used to capture footage while in motion, the camera and mount should only be adjusted while stationary. The mounts designed for use with our Kidizoom Action Cam in no way compromise the structure they are attached to and especially do not compromise helmet integrity. VTech takes great pride in the quality of its award-winning products and providing safe, high quality toys for children remains the priority.