



Kids Can Capture Summer Adventures with Exciting New Tech from VTech®

Fun and Durable Kidizoom® Smartwatch DX2 and Kidizoom® Action Cam 180 Available Now

CHICAGO, July 24, 2017 /PRNewswire/ Today VTech® announces the availability of its new [Kidizoom® Smartwatch DX2](#) and [Kidizoom® Action Cam 180](#), continuing its commitment to bringing parents' technology to the next generation of kids. These new camera-equipped devices deliver exciting fresh features to VTech's award-winning collection of innovative, durable children's electronics, allowing kids to capture their adventures anytime, anywhere.

"As technology continues to grow and evolve, so do the opportunities to adapt that technology into our new products that are easy for children to use," said William To, President, VTech Electronics North America. "We are proud to once again expand our Kidizoom line with affordable, kid-friendly devices that include on-trend features and engaging content for active kids."

VTech pioneered the children's wearable technology category with the original Kidizoom Smartwatch. Now better than ever, the Kidizoom Smartwatch DX2 lets kids take pictures, videos, play games, tell time and more. Featuring a new sleek and stylish design, this durable smartwatch includes 55 digital and analog customizable watch faces to help kids learn to tell time. It features two cameras that allow children to capture everything from action videos to selfies that can be customized in the Silly Yourself app or made into new watch faces. The Kidizoom Smartwatch DX2 includes an assortment of new innovative games including Monster Catcher, which uses the camera and augmented reality to help kids find and capture monsters in the real world. Kids can also use the watch's motion sensor for active play challenges or to track movements.

The new Kidizoom Action Cam 180 features a 180 degree rotatable camera that lets kids take photos and selfies from all angles, plus shoot videos with fun features like slow and fast-motion. It comes with all the great accessories of the popular original Kidizoom Action Cam to mount the camera to a bike, skateboard and more while taking great action shots. The all-weather, water-resistant case allows for use up to six feet underwater, perfect for summer swimming and splashing. For even more fun, kids can play one of the three included games.

Both the Kidizoom Smartwatch DX2 and Kidizoom Action Cam 180 come with a micro-USB cable to upload photos and videos as well as recharge the battery. They are recommended for ages 4 and up and are available now at major retailers nationwide. The Kidizoom Smartwatch DX2 retails for \$59.99 and the Kidizoom Action Cam 180 retails for \$49.99. For more information, visit www.vtechkids.com/smartwatchdx2 and www.vtechkids.com/actioncam180.

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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, www.facebook.com/VTechtoys on Facebook or follow [@VTechToys](https://twitter.com/VTechToys) on Twitter.

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