



VTech® Kidizoom™ Smartwatch DX2 Honored with 2018 KAPi(Kids at Play Interactive) Award

Smartwatch Recognized for Innovation in Children's Media and Selected as "Best Peripheral"

LAS VEGAS, January 10, 2018 /PRNewswire/Today VTech® announced its [Kidizoom® Smartwatch DX2](#) received an esteemed KAPi(Kids at Play Interactive) Award for "Best Peripheral." The Kidizoom Smartwatch DX2 was selected from more than 500 children's technology products released in 2017, by an independent jury of industry and editorial experts who looked for products that raised the bar for innovation and design excellence. The judges agreed that VTech's Kidizoom Smartwatch DX2 beats the competition in the kid's wearable category and is an ideal first watch for any child.

"As we continue our commitment to bringing parents' technology to the next generation of kids, it's an honor to be recognized by the respected KAPi Awards," said William To, President, VTech Electronics North America. "Their awards program recognizes the best in children's technology and our Kidizoom Smartwatch DX2 delivers engaging content and robust features."

VTech pioneered the children's wearable technology category with the original Kidizoom Smartwatch. As technology evolved, so did the features and succeeding award-winning models, including the better than ever Kidizoom Smartwatch DX2. Featuring a new sleek and stylish design, this durable smartwatch lets kids take pictures, videos, play games, tell time and more. It includes 55 digital and analog customizable watch faces to help kids learn to tell time and 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 Kidizoom Smartwatch DX2 is designed for ages 4 and up and retails for \$59.99. Additional information can be found at www.vtechkids.com/smartwatchdx2.

The KAPi Awards are organized by *Children's Technology Review* and *Living in Digital Times*, the producers of the Kids@Play Summit at the International CES. A ceremony honoring the winners will take place at CES 2018 in Las Vegas this evening at the Venetian Hotel.

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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.

About the KAPi Awards

Since 2010 the annual Kids at Play Interactive (KAPi) awards have been recognizing excellence and innovation in the world of children's digital media. Winners are chosen by a distinguished panel of independent jurors, who discuss and debate the past year's new releases and trends. The winners are honored at the International Consumer Electronics Show, following the annual FamilyTech and Kids@Play summits.

Media Contact:

Nicole Centinaro

Coyne Public Relations

973-588-2000

ncentinaro@coynepr.com