



LeapFrog® Brings Books to Life with New LeapStart® 3D

Interactive 3D Learning System Unveiled at 2018 North American International Toy Fair®

NEW YORK, February 18, 2018 /PRNewswire/ Today LeapFrog® Enterprises, Inc., the leader in innovative learning toys for children, debuted an exciting update to its award-winning LeapStart® Interactive Learning System. The new LeapStart® 3D activity book system features an interactive 3D-like display and touch-and-talk games to deepen the learning through a combination of video, audio and print. They uniquely work together to reinforce and cement learning concepts while delivering a magical experience. The innovative product for ages 2-7 is on display at the 2018 North American International Toy Fair®.

“We’re always looking for ways to improve our successful products and thoughtfully integrate relevant technology,” said William To, President, VTech Electronics North America, LeapFrog’s parent company. “With the addition of 3D technology, LeapStart 3D can really bring the LeapStart books to life in a magical way, providing more ways for children to learn.”

LeapStart 3D is a “whole-child” learning system, providing the perfect balance of core and life skills to help prepare kids for the future and build a strong foundation for life-long learning. With LeapStart 3D, kids can learn to count, read, build problem-solving skills and more through fun replayable activities and 3D-like animations that reinforce the curriculum in an exciting new way. The stylus reads invisible dots on every page, triggering questions, challenges, songs, jokes and more with accompanying 3D-like animations.

“Reading is fundamental for children and anything that gets them excited about reading is beneficial,” said Dr. Carolyn James, Executive Learning Designer for LeapFrog. “LeapStart 3D encourages various types of learners by combining engaging animation with tangible print books to not only deepen the learning but also help with school readiness.”

In 2018, new licenses featuring popular children’s characters will grow the LeapStart library, including the new titles Mickey and the Roadster Racers Pit Stop and Go, Disney Princesses and Pixar Pals. The entire LeapStart library is audio compatible with LeapStart 3D, with select titles upgraded to include 3D-like activities. The library features games, stories, learn to read activities, creative challenges, problem-solving puzzles, math mazes and more for 2-7 year olds with more than 30 activities in every activity book. Most activities feature two levels of difficulty so that kids can play and learn at the right level and move up when they're ready. With 25+ books (sold separately) and more than 30 activities in every book, the LeapStart library covers over 50 key skills for every age level encompassing a variety of school subjects and life skills from preschool through first grade. The library also includes two Learn to Read

book sets dedicated to guiding children on their reading journey one step at a time. A total of 400+ activities help kids build tomorrow's skills today.

For more information, please visit www.leapfrog.com.

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About LeapFrog

LeapFrog Enterprises, Inc. is the leader in innovative learning toys for children that encourage a child's curiosity and love of learning throughout their early developmental journey. For more than 20 years, LeapFrog has helped children expand their knowledge and imagination through award-winning products that combine state-of-the-art educational expertise led by the LeapFrog Learning Team, innovative technology, and engaging play – turning playtime into quality time that helps children leap ahead. LeapFrog's proprietary learning tablets and ground-breaking developmental games, learn to read and write systems, interactive learning toys and more are designed to create personalized experiences that encourage, excite and build confidence in children. LeapFrog is a subsidiary of VTech Holdings Limited, which is based in Hong Kong. LeapFrog was founded in 1995 by a father who revolutionized technology-based learning solutions to help his child learn how to read. Learn more at www.leapfrog.com.

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