



LeapFrog® Brings Learning to Life with LeapStart® 3D, New All-in-One Interactive Learning System

Available Now, LeapStart 3D Engages Kids Through Touch-and-Talk Games and 3D-like Animations

CHICAGO, October 24, 2018 /PRNewswire/ Today LeapFrog® Enterprises, Inc., the leader in innovative learning toys for children, announced the availability of LeapStart® 3D, a revolutionary update to its award-winning LeapStart® Interactive Learning System. Perfect for both visual and auditory learners, LeapStart 3D gets kids excited about learning by combining real books with 3D-like animations that magically bring the activities to life. They help kids build a wide range of skills through a curriculum designed by a dedicated team of in-house learning experts.

“With LeapStart 3D, kids can explore reading, counting, problem solving, creative thinking and more, through fun replayable activities with 3D-like animations.” said Andy Keimach, President, VTech Electronics North America, LeapFrog’s parent company. “We want to help create a foundation for success that fosters a love of learning!”

LeapStart 3D is an all-in-one interactive learning system for active minds, 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. Touch-and-talk activities enhance learning with interactive animations to help kids build math, reading, problem-solving skills and more. The stylus reads invisible dots on every page, triggering questions, challenges, songs and more with accompanying 3D-like animations.

“With LeapStart 3D, children engage with real books packed with activities to build key skills from counting and problem solving to phonics and vocabulary,” said Dr. Carolyn James, Executive Learning Designer for LeapFrog. “LeapStart 3D adds a new dimension to learning as children can visualize the meaning of words and learn about shapes and geometry concepts with 3D-like animations.”

The LeapStart leveled library has also grown, with new licensed titles featuring popular children’s characters, including Mickey and the Roadster Racers, Disney Princesses and favorite Pixar characters such as The Incredibles, Lightning McQueen and Nemo. The entire LeapStart library is audio compatible with LeapStart 3D, with select titles upgraded to include 3D-like animated activities. The library features games, stories, learn-to-read activities, creative challenges, problem-solving puzzles, math mazes and more for 2-7 year olds. 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 up to 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. A total of 400+ activities help kids

build tomorrow's skills today. The library also includes two Learn to Read book sets dedicated to guiding children on their reading journey one step at a time.

LeapStart 3D is available now at major retailers nationwide. For more information, visit www.leapfrog.com/leapstart3d.

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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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