



LeapTV™

Educational, Active Video Gaming

Guided Setup for Parents

See LeapTV Parent Guide for complete Operating and Safety Instructions prior to setup and use.

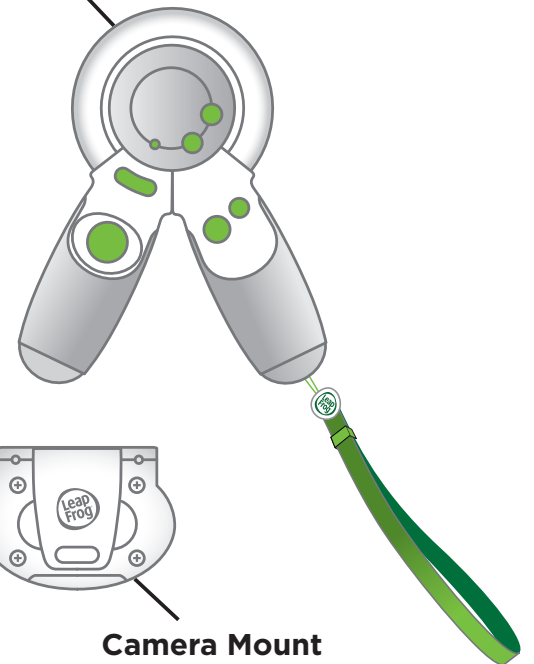
What's Included

Console

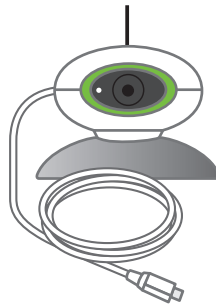


Console Stand

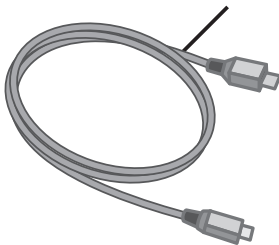
Transforming Controller



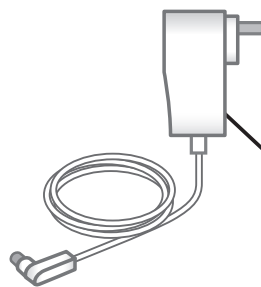
Motion-Sensing Camera



HDMI Cable



AC Power Adapter



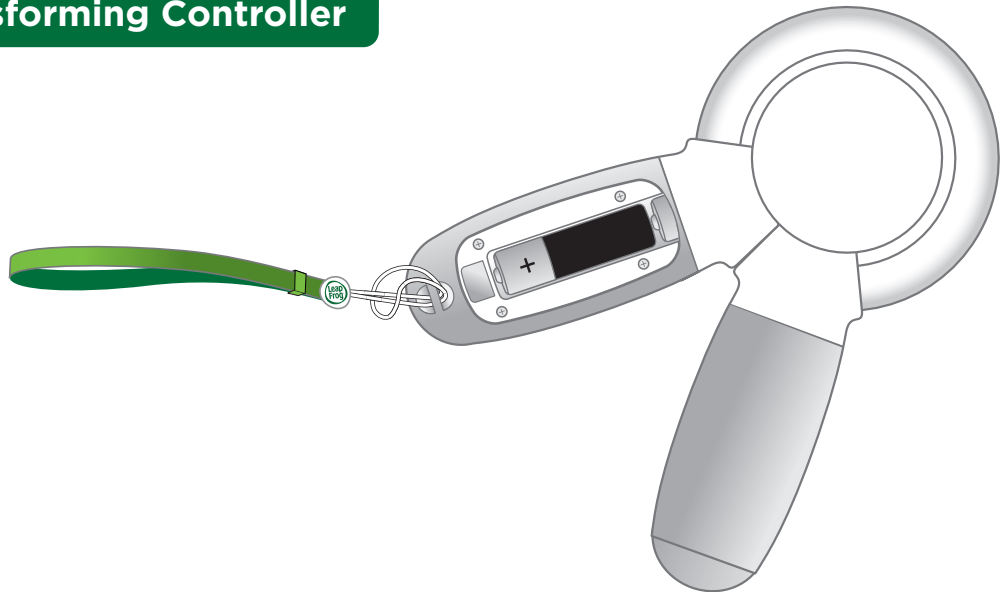
Camera Mount



Set Up Transforming Controller

1 Power the controller

Insert two AA batteries (not included) into the back of the controller.



Connect Your System

2 Connect to power source

Plug one end of the AC power adapter into the back of the console, and the other end into a wall outlet or surge protector.

3 Connect to your TV

Use the HDMI cable to connect the console to your TV.

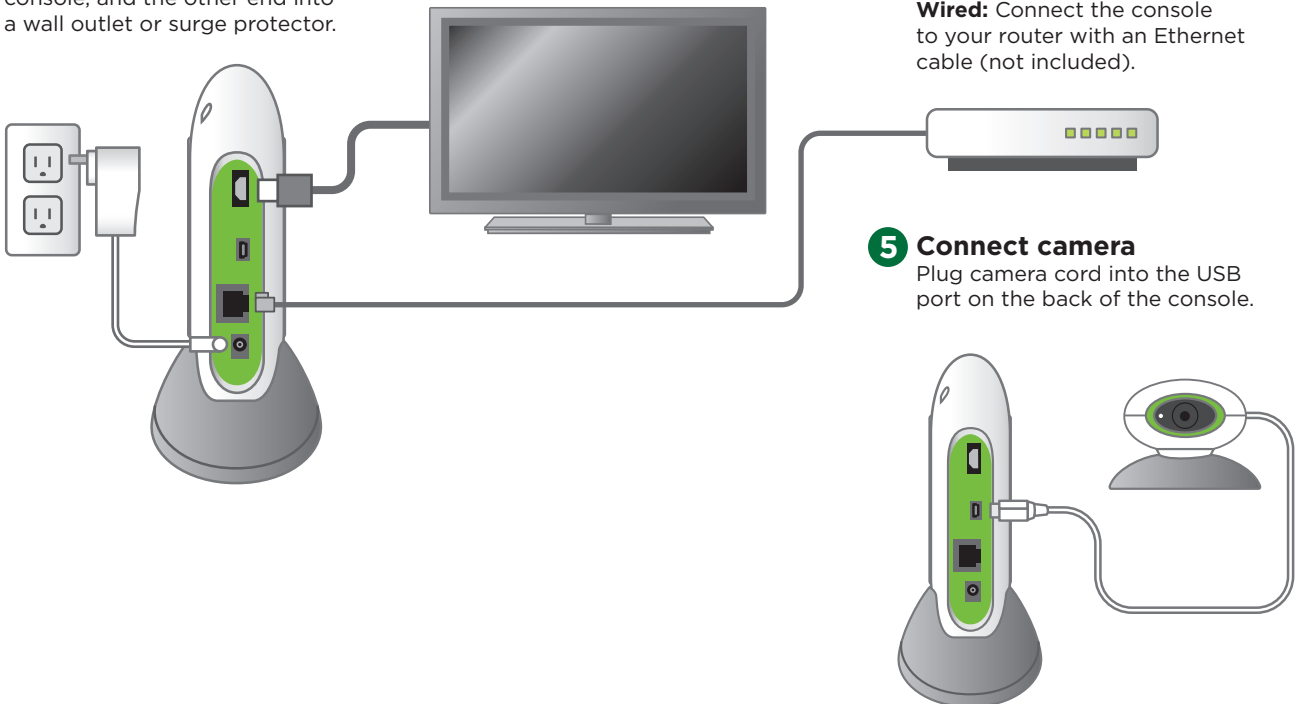
4 Connect to Internet

Wireless: Complete on-screen instructions later (step 11).

Wired: Connect the console to your router with an Ethernet cable (not included).

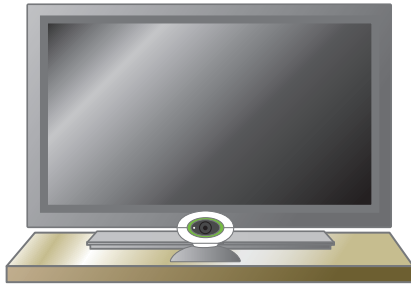
5 Connect camera

Plug camera cord into the USB port on the back of the console.

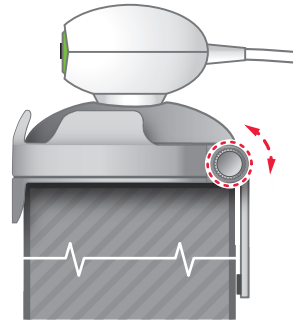


Position Camera

- 6 Flat Surface (recommended):**
Set camera on a flat surface, centered below TV.



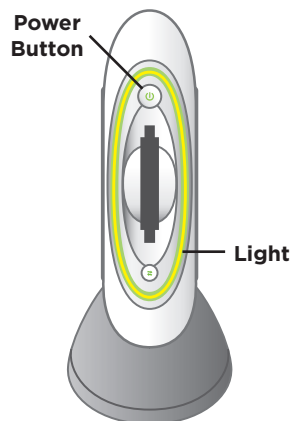
- TV Mount (alternate):** Slide camera base into included mount and attach to TV by turning the knob.



Choose the best method to aim the camera directly at your child's chest.

Set Up Console

- 7 Turn on console**
Press the power button—a green light will come on.



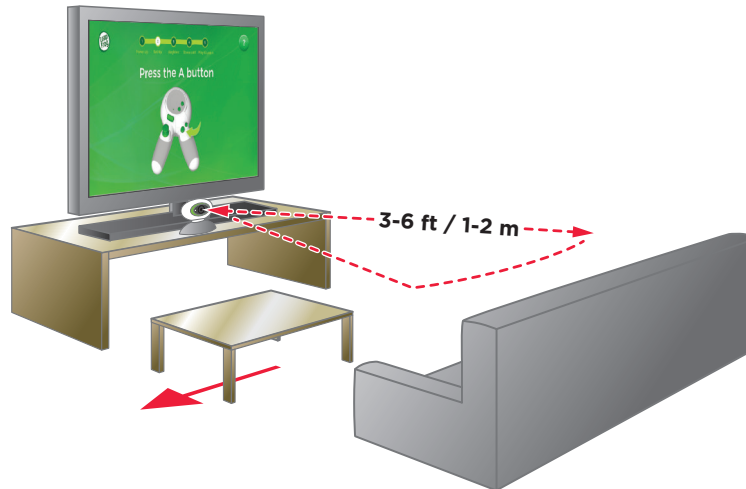
- 8 Turn on your TV**
Use your TV remote to select the correct input/source. You should see the LeapTV startup screen.



Clear Play Area

9 Clear objects

Clear a play area 3-6 feet/1-2 meters from TV.
Make sure the play area allows your child to move freely and safely.



On-Screen Guided Setup

10 Complete setup

Follow the on-screen instructions to complete system setup.



11 Register

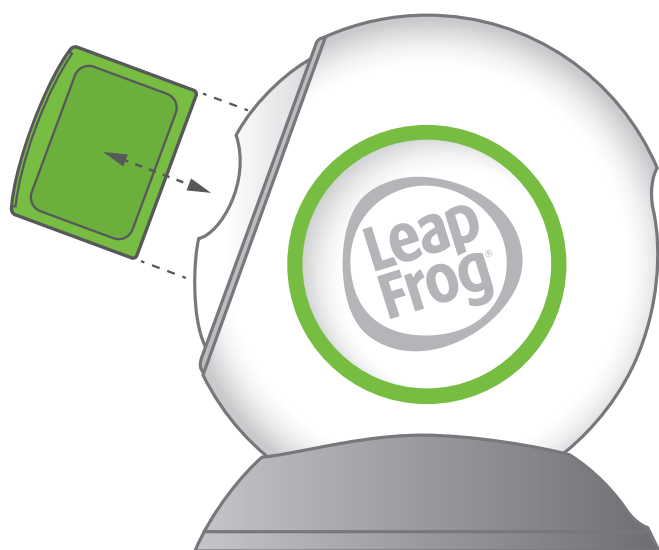
To complete parent account setup, go to:
leapfrog.com/leaptv/register



Get To Know Your System

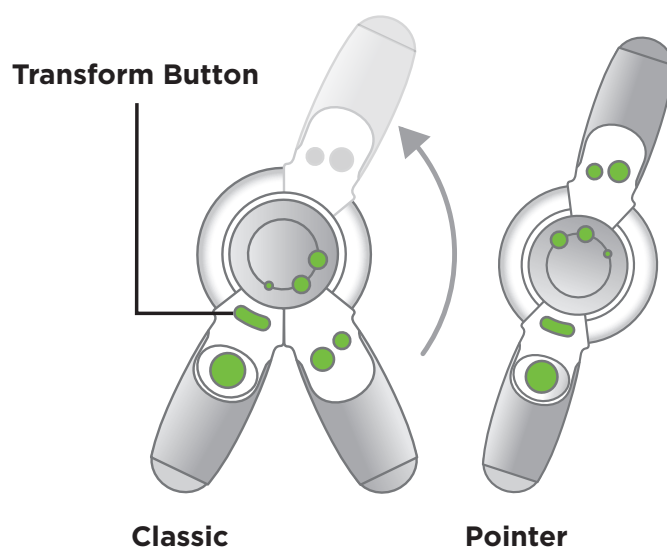
Insert/remove cartridges

Simply push in/pull out gently.



Using the controller

Hold down the transform button and pull the handles apart to switch modes.



LeapFrog
LeapTV: Leap Into Gaming Party
Guest Permission and Release Form (“Release”)

I _____ (*name of person signing the release*) for myself and
on behalf of my minor child _____ (*name of minor featured in Materials*)

hereby certify: (1) I was at least 18 years of age at the time of signing this Release; and (2) neither I nor any member of my immediate family or others living in my same household are employed by LeapFrog or its affiliates; (3) I am the parent/legal guardian of the child indicated below and I am authorized to grant the permission granted in this Release on this child’s behalf.

STREET ADDRESS _____ APT/SUITE _____

CITY _____ STATE _____ ZIP CODE _____

DAYTIME PHONE _____ E-MAIL ADDRESS _____

1. I understand that you, _____ (*name of Mom Party Host*), participated as the **LeapTV: Leap Into Gaming Party** (“Party”) host, and as part of your participation as a host for the Party, you will be providing stories, photos, videos and other materials concerning the Party you hosted and your and your Party guests’ use and enjoyment of LeapFrog products and the LeapFrog family of brands (collectively “Materials”) to LeapFrog. I understand that some of your Materials may feature me and/or my child.
2. I understand that LeapFrog is LeapFrog Enterprises, Inc., with a place of business at 6401 Hollis St, Emeryville CA 94608, and that LeapFrog develops and sells technology-based educational products and content for children.
3. I understand that you have created Materials which feature me and/or my child’s full name, city, state, image (whether in photograph, video or audio), likeness, voice, quotes or other personal information (“Personal Information”).
4. For valuable consideration, the receipt of which is hereby acknowledged, I, for myself and on behalf of my child, hereby grant you and LeapFrog permission to use my and my child’s Personal Information in such Materials. I also agree that LeapFrog may use my or my child’s Personal Information contained in your Materials, in advertising, marketing, and promotion of LeapFrog products and brands worldwide, in perpetuity, and in any and all media now known or hereafter devised, without limitation and without further payment, notification, or other consideration to or permission from me or my child. I understand that I will not be provided with any further approval right prior to your or LeapFrog’s use of such Materials featuring me or my child’s Personal Information.
5. I on behalf of myself and my child (named above) hereby forever release, hold harmless and discharge you and LeapFrog, and LeapFrog’s directors, officers, employees, agents and representatives, from any and all claims and demands, of every kind and nature, whether known or unknown, suspected or unsuspected, disclosed or undisclosed, that directly or indirectly arise out of or relate in any manner to use of my or my child’s Personal Information in the Materials, including, without limitation, any claims for defamation, invasion of privacy, and/or infringement of intellectual property rights.

By signing below, I hereby grant the permission stated above. My signature below is on behalf of me and my child. I am authorized to sign this Release on behalf of my child.

Signature of Parent/Guardian _____ Date _____



LeapTV Fact Sheet

Ages 3 to 8 years | MSRP \$149.99 | Available Fall 2014

Gaming just got smarter with LeapTV™ active video gaming system. Kids can learn through motion as they jump, dance and more. With a library of 100+ LeapFrog educator-approved game cartridges, game downloads and videos, kids will never run out of fun!

The LeapTV system gets kids into the action while teaching core skills across reading, mathematics, science and problem solving. Games adapt to each child's level—starting with age, and then automatically adjusting the learning for just the right challenge.

Designed Just for Kids

Designed from the ground up for children ages three to eight years old, the LeapTV video game system changes the way children learn by combining activity and movement with best-in-class educational curriculum. With a simple and intuitive user interface, a motion-sensing camera that puts a child directly in the game, a transforming controller that is made for classic gameplay and pointer control gameplay, plus audio prompts throughout the experience to help children navigate games and provide curricular tutorials, LeapTV is the best first video game experience for children.

Three Unique Ways to Play

The LeapTV video game system puts learning in motion with three ways to play: body motion, pointer play and classic control.

- **Body Motion:** Children become the star of their own game. The motion-sensing camera captures a child's moves and instantly puts them into the game as they explore activities like dance and martial arts. Children can run, hop and tip-toe or wave their arms to defend goals, karate-chop fast-moving blocks, scuba dive and more.
- **Pointer Play:** Pointer play takes pretend play to new levels of engagement. The controller transforms into a pointer with a simple twist and lets kids snap jungle vines, slice through coconuts, swing from building to building and more.
- **Classic Control:** Classic control puts fun at a child's fingertips. They can press the A and B buttons for fast-paced gaming, or tilt and shake the controller to sled through an enchanted garden or race in a classic kart-racing game.



Gaming Just Got Smarter

The LeapTV video game system gets kids into the action while teaching core skills across reading, mathematics, science and problem solving. LeapTV provides access to LeapFrog's Learning Library of more than 100 game cartridges, game downloads and videos all designed or approved by LeapFrog's team of gaming and learning experts.

LeapFrog games draw from 2,600 skills across core subjects like reading, math, science and creativity, and seamlessly blend LeapFrog's comprehensive curriculum into age-appropriate gameplay and videos that keep children learning. With LeapTV, every child can learn and play in a way that is appropriate for them. Select games in the LeapFrog Learning Library adapt to each child's level starting with age, and then automatically adjusts the learning for just the right challenge.

The LeapTV system includes: console, motion-sensing camera, camera mount, transforming controller with wrist strap, HDMI cable, 16GB of memory and built-in Wi-Fi for downloads.





You're Invited to a MommyParty
Sponsored by LeapFrog

LeapTV
Educational, Active Video Gaming

Hosted by

Date/Time

Location

RSVP



#LeapTV



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#LeapTV



Thanks for Hosting a MommyParty Sponsored by LeapFrog!

Thank you for hosting a LeapTV “Leap Into Gaming” MommyParty sponsored by LeapFrog! Your LeapTV “Leap Into Gaming” MommyParties kit contains all of the tools to help you create an unforgettable experience for your child’s friends and their parents:

- LeapTV
 - LeapTV from LeapFrog gets kids into the action while teaching core skills across reading, mathematics, science and problem solving. Designed for kids 3-8, the system uses a motion-sensing camera and controller that fits small hands. Audio instruction makes it simple for even the youngest kids to play, solo or with a friend!
- LeapTV Games
 - With a library of 9 cartridge games at launch, and 100+ LeapFrog educator-approved games and videos available by year-end, kids never run out of fun! Games adapt to each child’s level- starting with the most basic skills and then automatically adjusting the learning for the perfect challenge.
 - Titles included in the Party Kit include:
 - LeapFrog Sports
 - LeapFrog Dance & Learn
- Branded invites
- Themed activities and easy-to-make recipes
- Valuable information to share with other parents
 - Demos/fact sheets
- Details on how to win even more great products and prizes from LeapFrog by creating fun videos of your party guests experiencing LeapTV
- Social Media Tools
- And MORE

These fun suggestions are just some of the ways you can host the coolest MommyParty of the year!

We can’t wait to hear about your LeapTV “Leap Into Gaming” experience! Please take pictures and videos throughout the event and share them on Twitter and Instagram with the hashtag #LeapTV.

After your party, please complete the follow-up online survey. Contact elizabeth@bsmmedia.com for any questions.

Best,
Your friends at MomSelect and LeapFrog



#LeapTV

www.LeapFrog.com/LeapIntoGamingParty



Party Menu

All that gaming is sure to work up an appetite! Whip up these fun recipes to satisfy your party goers and re-fuel for even more LeapTV fun.

Cousin Toad's Cranberry Lemonade Punch

Ingredients:

- 2 cups water
- ¼ cup sugar
- 1 6oz frozen lemonade concentrate, thawed
- 3 cups cranberry juice
- 3 cups water

Directions:

1. In a medium sauce pan, add 2 cups of water with ¼ cup sugar
2. Cook over medium heat stirring until the sugar is dissolved. Remove from heat and allow to cool
3. Add to pitcher along with lemonade concentrate, cranberry juice and 3 cups of water
4. Place the pitcher in the refrigerator for at least an hour
5. Serve over ice!

Snack Attack

Ingredients:

- ½ cup dried cherries
- 2 cups whole-grain rice chex
- ½ cup roasted unsalted pistachios
- 3 cups Kashi Go Lean Crunch Cereal

Directions:

1. Mix all ingredients together
2. Place in a bowl
3. Serve!

Fruit and Cheese Kabobs

Ingredients:

- 1 pint fresh strawberries, halved
- 1-1/2 cups green grapes
- 1 8oz package cheddar and Monterey jack cheese cubes

Directions:

1. On wooden skewers, alternately thread strawberries, grapes and cheese cubes.
2. Serve immediately or refrigerate

LeapTV Turkey Roll-Ups

Ingredients:

- Spreadable Cream Cheese
- 10-inch whole wheat tortillas
- Thinly sliced cheese
- Thinly sliced turkey lunchmeat

Directions:

1. Spread tortillas with a thin layer of cream cheese
2. Place a single layer of cheese on top
3. Place a single layer of turkey on top of cheese
4. Starting with the side closest to you, roll the tortillas up tightly. Trim off the ends
5. Cut each tortilla into 6 or 8 slices
6. Serve immediately or cover with plastic wrap and refrigerate until ready to eat!



Activities

The LeapTV Video Game System provides hours of entertainment, fun and learning and your guests will love seeing it in action! However, to make your party experience extra special, we've included some great games and activities to help take the fun to the next level.

LeapFrog Dance & Learn

Get your party guests up and moving with Gadget & Bit for a round of Dance n' Freeze!

Directions:

- Divide party guests into teams with two players (per team), each pair will play against each other until one team wins!
- The first team should play a round of Dance n' Freeze, following the directions of Gadget & Bit on screen.
- Once a winner has been selected from the first team, the second team should take a turn at playing to select a winner.
- The winners of both teams can play a round to pick the overall winner!

LeapTV Olympics

Let your little guests compete head-to-head in the sport of their choice!

Directions:

- Invite your guests to pick their sport of choice with two players per sport. Sport categories include karate, rope climbing, weightlifting, free diving, and super goalie.
- Let each athlete play a round of the sport of their choice!
- Athletes with the highest scores win their division.
- Hold a medal ceremony to award gold and silver medals for each sport.

LeapTV Victory Dance Challenge

Everyone's a winner when we're all up and moving!

Directions:

- While other kids are playing Dance Party or Olympics, invite your guests to pick their favorite victory dance move and show off!
- Hold a medal ceremony to award funniest, coolest and most spirited dance move awards!

The Letter Factory

It's another day on the job at the Letter Factory!

Directions:

- Have your guests sit in a semi-circle with the game leader standing in the center facing the TV to play Mix-a-Word
- Encourage your party guests to help the game leader through their round of Mix-a-Word
- To play, the party goers can help the leader by calling out the words on the screen all together at the same time - Example, using the word "Pancake": "Pan" is on one side of the screen and "cake" is on the other. All the kids need to yell out "pancake" together in order to move on!
- At the end of their round, the game leader selects a party guest to play as game leader
- Continue until everyone has had a turn as the game leader!

Pet Play World

Bring Pet Play World to life by customizing your own pet on paper!

Directions:

- Print out copies of the Pet World pdfs provided in your party kit.
- Provide crayons, markers and coloring pencils for the guests to color in their pet print-outs.
- Just like in the Pet Play World LeapTV game, encourage the kids to be creative with their color choices and even name their pets!
- After your little artists are done, upload photos of their creations to social media with the hashtag #LeapTV!
- If all that coloring works up an appetite make sure you have some of the Snack Attack snack mix handy, so the partygoers can munch like their favorite pets!





Social Media Tools

As a host of a LeapTV “Leap Into Gaming” MommyParty you’ll have plenty of ways to connect with other LeapTV “Leap Into Gaming” party hosts and guests, as well as share your experiences with friends and family.

Spreading the Word

- Please share photos, videos, and posts about your party on at least 2 of your social media accounts
- When sharing photos, videos, and blog posts on Twitter, Instagram, Pinterest and Facebook, please be sure to use the hashtag #LeapTV
- Be sure to read the Video Promotion information sheet to learn how to share your videos for a chance to win!

Your feedback regarding the LeapTV is invaluable. Please help us provide the optimal experience by:

- Participating in the follow-up survey
- Contacting us directly at any time with any specific questions on feedback

FTC Guidelines

These guidelines are meant to protect you, your readers, and also the brands that you’ve received promotional items from in return for your coverage or mentions of the brand.

First, you’ll need to disclose your relationship with MomSelect and LeapFrog on your blog post at the bottom and the top of your post. This includes mentioning that you received free product, including the party kit we’ve provided. This connection to LeapFrog should be disclosed regardless of space limitations and it should be prominent enough for consumers to view it easily when they are reading your posts.

We have provided the sample statement below, which you may choose to include in your post:

“I received free products in order to host the LeapFrog sponsored MommyParty. The opinions expressed here are my own.”

Any social media posts you generate about the event should also contain a disclosure. This can be made at the beginning of your posts or the end, as long as it’s clear to your readers that you received free product for your party.

By accepting the aforementioned incentive to blog, you agree you will comply in full with the FTC Guidelines. If you have any questions about these guidelines, please contact elizabeth@bsmmedia.com.



Olympics Award Medals











Victory Dance Challenge Awards

