



FOR IMMEDIATE RELEASE

**KD GROUP UNVEILS KURIO® WATCH—A REAL, WORKING BLUETOOTH
SMARTWATCH DESIGNED SPECIFICALLY FOR KIDS—
AT THE 2016 AMERICAN INTERNATIONAL TOY FAIR**

For Kids Ages 6 to 12, this Fashion-forward Kids' Wearable Combines Smartwatch Functions with Modern Messaging Capabilities, Fun Mini-games, a High-quality Camera and Video Recorder, and More

Demonstrations of the New Kurio Watch Will Be Given Daily During Toy Fair, February 13th to 16th at the Javits Center in New York City, KD Group Booth #5527

New York – February 12, 2016 – [KD Group](#), maker of the [Kurio](#) line of kid-safe Android and Windows tablets, announces today Kurio Watch, a real, working Bluetooth smartwatch made specifically for kids ages 6 to 12. While sized to fit kids' small wrists comfortably, there's nothing kid-like about this fashion-forward, high-tech kids' wearable. Kurio Watch has a sleek, modern design with smooth rounded edges, a brightly colored, adjustable soft silicone band, and it features a responsive touch screen with excellent resolution. It has a customizable interface, 128 MB of internal memory (expandable by microSD card), a high-quality camera and video recorder, music player, built-in speaker and microphone, accelerometer, plus 20 fun mini-games and apps. Bluetooth technology allows kids to connect safely with other Kurio watches and tablets, as well as family member's Android devices, to message each other and play multiplayer games.

"Kids are digital natives and, naturally, they want the technology that they see mom and dad using—tablets, smartphones and smartwatches," said Eric Levin, KD Group strategic director. "In looking at the marketplace, we saw many toy 'smartwatches' made for preschoolers, but nothing that could impress today's tech-savvy pre-tweens. With Kurio Watch, we're delivering a cool piece of hardware that allows kids to have their very first smartwatch and communicate safely with friends and family, at an affordable price point—under \$60."

Customization

Kids can customize their Kurio Watch face and wallpaper, choosing from more than 10 different designs. Options include some of kids' favorite licensed characters, including Transformers™, My Little Pony™, Littlest Pet Shop™, Pokémon™ and more to come.

Bluetooth Communications

Kurio Watches come preloaded with the Kurio Messaging App. The app is also available in the Google Play store and can be downloaded to any Android smartphone or tablet. This allows kids with a Kurio Watch to pair their wearable with friends' and family's devices within a safe distance (up to 50 feet).

Then, using the watch's Bluetooth technology, kids can share voice recordings, photos, drawings, emojis and text messages—just like teens and adults do! Kurio Watch can also be used as a hands-free way for kids to take phone calls when connected to a parent's Android smartphone i.e. "Say 'hi' to grandma!" All without having to get a new phone contract or pay an additional monthly fee.

Games & Apps

Kurio Watch is preloaded with both single and multiplayer games, including motion games that can be played using a child's precise wrist movements (thanks to Kurio Watch's built-in accelerometer). Mini-games include snake, tic-tac-toe, battleship, motion maze, motion sport and more.

It also comes with basic smartwatch tools, such as an alarm, calendar and calculator; an activity tracker; photo retouch, drawing and music player apps; a voice recording & changing app that allows kids to record funny messages; plus, a voice translator app that allows kids to select from a list of words and have the watch say each word in many different languages.

The watch also has an I.C.E. (In Case of Emergency) app that allows parents to enter the child's critical information, including blood type, any allergies and an emergency contact.

Photos & Videos

Kurio Watch has a front-facing camera, which makes it easy for kids to take selfies and videos of themselves to share with friends and family.

Kids can take thousands of photos and up to 30 minutes of video (or a combination of photos and videos) and store them on Kurio Watch's internal memory. They can easily expand the watch's memory using a microSD card to save additional photos and videos.

Kurio Watch will be available at major retailers across the U.S. and online in fall of 2016. It will be offered in both blue and pink. The MSRP is \$59.99.

About KD Group

KD Group, based in Lyon, France, has been making innovative kids' electronic toys for more than 20 years, working with mass and specialty retailers in more than 20 countries around the world. The company's in-house team of product engineers, scientists and educators is focused on developing ergonomically designed products for children that deliver tremendous play value, utilizing the latest cutting-edge technologies.

KD Group is well-known globally for its best-selling Kurio® line of kid-safe tablets and smart devices. It is also known for its popular Kidz Delight® range of educational electronic toys for infants, toddlers and preschoolers. In addition, the company has a strong licensed product portfolio and is the preferred electronic toy licensee in Europe for major brands including Paw Patrol™, Fireman Sam™, Thomas & Friends™, Disney® and Noddy™.

For more information, visit Group-KD.com.

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