

Leapfrog Epic™ Raising Inquisitive Digital Citizens

JOHANNESBURG, 9 NOVEMBER 2015: IN A WORLD WHERE WE ARE RAISING A GENERATION OF DIGITALLY SAVVY CITIZENS, THE INTERNET IS A WONDERFUL PLACE FOR LEARNING AND ENTERTAINMENT AND KIDS THESE DAYS WANT TO OWN THEIR SOCIAL AND GAMING WORLD. LEAPFROG'S RANGE OF TECH ENABLED EDUCATIONAL PRODUCTS LEAD THE WAY WHEN IT COMES TO THE INTERSECTION OF REGULAR AND EDUCATIONAL PLAY. CHILDREN ARE LEARNING TO NAVIGATE THEIR WAY AROUND VARIOUS PROGRAMMES, FEATURES AND GAMES ON THEIR PARENTS' SMART DEVICES, OFTEN WITHOUT ANY SUPERVISION. THE LEAPFROG EPIC™ SATISFIES THE DESIRE TO HAVE A TABLET JUST LIKE MOM OR DADS, BUT WITH A FOCUS ON EDUCATION AND SAFE BROWSING. LEAPFROG'S EPIC™, AN ANDROID-BASED KID-SAFE TABLET WITH A STYLUS, ESSENTIAL FOR FINE MOTOR SKILL DEVELOPMENT IS DESIGNED ESPECIALLY FOR LITTLE HANDS AND INQUISITIVE DEVELOPING MINDS.

THE LEAPFROG EPIC™ IS THE PERFECT INTRODUCTION FOR CHILDREN TO TABLET PLAY AS IT PROVIDES A REVOLUTIONARY ACTIVE HOME SCREEN THAT ALLOWS KIDS TO PERSONALISE, CREATE, AND INTERACT WITH INNOVATIVE FEATURES THAT PROVIDE A WORLD OF DISCOVERY. THE LEAPFROG EPIC™ TABLET PROVIDES CHILDREN WITH A KID-SAFE BROWSING EXPERIENCE THROUGH ITS PROPRIETARY LEAPSEARCH BROWSER ONLY ALLOWING ACCESS TO PRE-SELECTED, KID-SAFE WEB CONTENT FROM OVER 5,000 VIDEOS, IMAGES, WEBSITES AND GAMES ALL REVIEWED AND APPROVED BY LEAPFROG LEARNING EXPERTS. AS THE CHILD'S INTERESTS CHANGE AND GROW, PARENTS CAN SIMPLY ADD NEW WEBSITES TO THE LEAPSEARCH BROWSER, YET STILL FEEL SECURE IN KNOWING EXACTLY THE TYPES OF CONTENT AND WEBSITES THEIR CHILD ACCESSES THROUGH THE TABLET.

BUILT WITH UNIQUE FEATURES DESIGNED FOR KIDS OF ALL AGES, THE LEAPFROG EPIC™ TABLET COMES WITH ALL THE FEATURES EXPECTED FROM A FULL-FEATURED ADULT TABLET. USING AN OPERATING SYSTEM BASED ON ANDROID™ 4.4, THE LEAPFROG EPIC™ TABLET FEATURES A QUAD-CORE PROCESSOR, BRILLIANT SEVEN-INCH MULTI-TOUCH CAPACITIVE LCD SCREEN, FRONT AND BACK CAMERA, VIDEO RECORDER, 16 GB OF EXPANDABLE MEMORY WITH OVER SIX HOURS OF BATTERY LIFE, TO DELIVER AMAZING PERFORMANCE PERFECT FOR A CHILD'S DIGITAL ADVENTURE.

“SMART DEVICES ARE BRILLIANT PLAYGROUNDS FOR CHILDREN. IT ALLOWS THEM TO ENGAGE, EXPLORE AND LEARN — ALL POSITIVE THINGS ESPECIALLY FOR THEIR DEVELOPMENT. VERY FEW PARENTS USE PARENTAL CONTROLS ON INTERNET-ENABLED DEVICES BOUGHT FOR THEIR CHILDREN, LEAVING YOUNGSTERS POTENTIALLY EXPOSED TO ONLINE THREATS. PARENTS WANT TECHNOLOGY THAT IS SAFE AND AGE APPROPRIATE FOR

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THEIR CHILDREN,” SAYS ILSE VAN DEVENTER FROM PRIMA INTERACTIVE.

THE FULL-FEATURED TABLET DELIVERS ACCESS TO UNIQUE PERSONALISED LEARNING EXPERIENCES THAT AUTO-LEVEL WITH A CHILD'S PROGRESS; AN AMAZING FIRST-OF-ITS-KIND, CUSTOMISABLE, INTERACTIVE, PLAYABLE HOME SCREEN; KID-SAFE BROWSING RIGHT OUT OF THE BOX THAT CAN ADJUST ACCESSIBILITY AS A CHILD IS READY; AND EASY-TO-USE PARENTAL CONTROLS THAT HELP DEFINE THE PLAY EXPERIENCE FOR EACH INDIVIDUAL CHILD.

EPIC IS A PERFECT BALANCE - A ONE OF A KIND AGE-APPROPRIATE TABLET EXPERIENCE THAT GROWS WITH A CHILD. WITH THE BEST SAFETY FEATURES AVAILABLE AND A VAST SELECTION OF AWARD-WINNING EDUCATIONAL CONTENT, CHILDREN CAN PLAY, CREATE, LEARN AND EXPLORE.

LEAPFROG EPIC™ IS DESIGNED TO SURVIVE THE ALL-TOO-OFTEN CLUMSY HANDS OF LITTLE USERS THROUGH A PROTECTIVE RUBBER COVER WHICH CAN BE REMOVED WHEN A CHILD GETS OLDER. WITH THIS IN MIND, AND SINCE ACCIDENTS DO HAPPEN, PRIMA INTERACTIVE GUARANTEES YOU ONE FREE SCREEN REPLACEMENT.

THE LEAPFROG EPIC™ IS AVAILABLE AT THE FOLLOWING LEADING RETAIL OUTLETS AT THE RECOMMENDED RETAIL PRICE (RRP) OF R1799.95.

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