



Tag™ Reading System

Currently available | Ages 4 to 8 | MSRP \$49.99

LeapFrog revolutionized learning to read with its LeapPad® Learning System. That legacy is now available to the next generation with the all-new, web-connected Tag Reading System. Quite simply, the Tag reader brings books to life. **And this Fall, an expanded-memory Tag that can hold up to 10 titles will be available, with new included book, Dr. Seuss's The Cat in the Hat, for \$49.99.**

Easy to use, amazingly responsive and small enough for a child to take anywhere, the Tag reader takes just one touch to make words talk and pictures sing. A small, sophisticated infrared camera at the tip of the reader "reads" letters, words and symbols printed on the special dot-patterned pages of books in the Tag reader collection. Designed for children four to eight, the Tag Reading System works with a diverse library featuring classics *Olivia* and *Green Eggs and Ham* as well as activity storybooks with popular characters *SpongeBob SquarePants*, *Disney Princesses* and *Diego*. Kids can continue to use the Tag system as their knowledge grows, choosing to hear an entire story read aloud, hear it read line-by-line or hear individual words. Using The PC- and Mac-compatible LeapFrog® Connect Application designed for the Tag system, parents can download each book's audio, then drag and drop content onto the reader—just like managing digital camera or MP3 files. And best of all, as with most LeapFrog products, parents can see the skills their children are practicing with the Tag system, by logging on to the LeapFrog Learning Path, a free online resource that gives them personalized insights into what their child is learning while playing with their LeapFrog toys, from infant learning toys to grade-school gaming platforms.



Tag Library

The Tag library expands in 2009, for a total by year-end of 32 books and four activity sets. LeapFrog has partnered with publishers HarperCollins, Simon & Schuster, Penguin and others to showcase beloved characters such as *The Cat in the Hat* and *Dora the Explorer*.

Currently available (some available Fall) | MSRP \$13.99 each

Disney <i>The Princess and the Frog</i> (available Fall/Holiday)	Ages 4 to 6
<i>Fly High, Fly Guy</i>	Ages 4 to 6
<i>Giraffes Can't Dance</i>	Ages 4 to 6
<i>Madagascar: Escape 2 Africa: Air Penguin</i>	Ages 4 to 6
<i>Ni Hao, Kai-lan: Kai-lan's Super Sleepover</i>	Ages 4 to 6
<i>Green Eggs and Ham</i>	Ages 4 to 7
<i>Learn to Read Series: Volume 1 (Short Vowels) (available Fall)</i>	Ages 4 to 7
<i>Learn to Read Series: Volume 2 (Long Vowels) (available Fall)</i>	Ages 4 to 7
<i>The Amazing Spider-Man: The Lizard's Tale</i>	Ages 5 to 7
<i>Ben 10 Alien Force: Fugitive from Outer Space</i>	Ages 5 to 7
<i>Disney Fairies: TinkerBell (available Fall)</i>	Ages 5 to 7
<i>Disney•Pixar Up: Up with Adventure</i>	Ages 5 to 7
<i>Star Wars™: The Clone Wars</i>	Ages 5 to 7





Disney•Pixar Cars: Tractor Tipping
 Disney Princess: Adventures Under the Sea
 Dora the Explorer: Dora Goes to School
 Go Diego Go!: Underwater Mystery
 I SPY: Imagine That!
 Kung Fu Panda: Po's Tasty Training
 Miss Spider's Tea Party
 T.Rex's Mighty Roar
 The Cat in the Hat
 Chicka Chicka Boom Boom
 Click, Clack, Moo: Cows That Type
 Fancy Nancy at the Museum
 The Little Engine That Could
 Olivia
 Walter the Farting Dog Goes on a Cruise
 Foster's Home for Imaginary Friends: The Golden Paddleball
 Pirates! The Treasure of Turtle Island
 Scooby-Doo! Shiny Spooky Knights
 SpongeBob SquarePants: The Tour de Bikini Bottom
 Tag Super Speller activity board
 Tag Funny Phrases activity board
 National Geographic Kids Birds and Sea Animals activity cards
 National Geographic Kids Land Animals activity cards

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 Ages 5 to 7
 Ages 5 to 7
 Ages 5 to 7
 Ages 5 to 7
 Ages 4 to 6
 Ages 4 to 6
 Ages 4 to 8 (MSRP \$7.99)
 Ages 4 to 8 (MSRP \$7.99)



How Does It Work?

- The Tag Reading System is built around a custom, mixed-signal ASIC designed by LeapFrog, that incorporates a 32-bit RISC processor, DSP driven stereo audio system with multi-channel MIDI hardware, specialized control logic and power management functions. The Tag reader's proprietary operating system allows this compact device to perform myriad specialized functions, including absolute position detection, game logic processing, event logging to monitor users' progress within our content and high-quality, real-time audio decompression and playback.
- The Tag system has 16 MB (32 MB this Fall) of on-board flash memory and a built-in USB port, which allows users to manage up to five books on the reader.
- The Tag system is compatible with Mac® OS X and Windows Vista/XP/2000.
- The Tag system "reads" by identifying dotted media at a rate of 50 frames-per-second, providing a response time less than 50 ms, and allowing drag rates of over 12 inches-per-second. A small, sophisticated infrared camera works as an imaging system to recognize letters, words and symbols when written on special dot-patterned paper.
- Using an optical pattern system and digital processing techniques licensed from Anoto, the Tag reader can determine its precise location within the dot media. This enables a child to jump around within a book, or back and forth between different books in a seamless, unencumbered way.
- An expansive dot pattern is used to establish location context for the Tag reader. By "reading" these dots and processing them through proprietary algorithms, the Tag device can rapidly compute its exact coordinates. LeapFrog's content creation system has previously mapped these coordinates to enable specific audio or functions.

For more information, visit leapfrog.com/tag.

