



Learning Videos

Look for more LeapFrog Learning Videos in 2004!



Available Now!

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WELCOME TO THE

LETTER FACTORY

VIDEO

Parent Guide
www.leapfrog.com

This guide contains important information. Please keep it for future reference.



AGES
2-5

LETTER FACTORY™

VIDEO

The Letter-Sound Connection... and why it's important!

Before they can learn to read, children must learn the alphabet letters and the sounds they represent.

First, they learn to recognize all the alphabet letters in capital and lowercase form.

Next, they learn that each alphabet letter represents a sound.

Soon, they begin to understand that a word is made up of individual sounds.

Once children are able to connect the sounds to printed letters, they are on the road to reading and spelling.

Giving your child the opportunity to see the letters and hear the letter sounds helps increase his or her understanding of the letter-sound connection.



Join in the fun as Tad learns his alphabet letters and the sound each one makes. Inside the Letter Factory, Tad meets Professor Quigley. The professor teaches the alphabet letters their sounds. Look!



Lively letters come to life with actions that help children associate each letter with its sound. Letter Aa says "ahh" when the scary monster says "boo!"

In each letter room, Professor Quigley teaches Tad to write the alphabet letters. The professor also teaches each letter to say its letter sound.



Fun ways to get the most from the Letter Factory™ video

1

First, watch the video with your child. Adapt the viewing to his or her attention span by watching the entire video or watching segments of 4 letters at a time. Write each letter and have your child trace it.

2

Next, pause between each letter. Encourage your child to mime the action each lively letter makes to elicit its sound. To build memory skills, repeat this procedure after viewing four letters at a time.

3

Ask your child to make the sound of each letter. Sing along with the professor and Tad (to the tune of “Farmer in the Dell”):

The A says “ah,” the A says “ah.”

Every letter makes a sound, the A says “ah.”

4

Finally, play the video again and again. Repetition is the key to mastery—not only of letters and their sounds, but also of alphabetical order. Sing the Alphabet Song with your child to review the video!



Try this at home!

Edible Letters

Practice writing the capital and lowercase form of each letter with your child. Write the letters in peanut butter spread on a cookie sheet or other flat surface. Lick the leftovers from your fingertips!

Letter-Sound Match

Play Letter-Sound Match with your child. Using cards or magnetic letters, display four consecutive letters at a time. Say a letter sound and have your child point to the letter that makes that sound. Repeat for all the alphabet letters.

Animal ABC Book

Create an Animal ABC Book with your child. Together, think of an animal whose name begins with each letter of the alphabet. Then, help your child draw a picture of that animal or search through old books and magazines for pictures to paste onto construction paper. Write the capital and lowercase form of each letter beneath each animal picture. Make a cover for the book and bind all your alphabet animals together with ribbon.

LETTER FACTORY™

VIDEO

Teaches letters, phonics,
listening skills—and more!

Creative Thinking	Language Development	Early Reading Concepts
Develop phonemic awareness	★	
Recognize letters	★	
Understand letter-sound connections	★	
Understand events, actions, characters, dialogue	★	
Match picture to spoken words	★	
Differentiate and/or match upper and lowercase letters	★	
Recognize regular long/short vowels and consonant sounds	★	
Recognize feelings	★	
Master speech sound perception and production	★	★
Develop word comprehension skills	★	★
Understand sequence of events		★
Exercise imaginative thinking		★
Develop creative ways to solve problems		★

Once your child masters
letter sounds, he or she is ready
to build words!
Check out the Talking Words™
Factory video!



Available Now!



Dear Parent,

We at LeapFrog know that you are your child's most important teacher. Our goal is to help you build an environment for your child that is rich in experiences—one that encourages discovery and fosters learning success.

As children grow, they are ready for more complex challenges. For preschoolers, we have a line of products that develop basic fundamentals to help prepare children to enter the classroom. Cheerful characters and delightful songs enhance the play experience while teaching the alphabet, phonics, vocabulary, and word building.

LeapFrog™ learning toys are designed to grow alongside your child through each stage of development. All are made with the same playful spirit that promotes a lifelong love of learning. For additional information on how to make learning fun and effective, visit our Web site (www.leapfrog.com), where you'll find tips from parents and educators. We hope you'll join us there.

Sincerely,

Mike Wood

Mike Wood
President
LeapFrog Enterprises, Inc.