



## Tag™ Reading System

Available Summer 2008 | 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.

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 *The Little Engine that Could*, as well as activity storybooks with popular characters SpongeBob SquarePants 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. Best of all, each time parents connect the Tag reader to their Mac or PC, they can view their children’s progress along LeapFrog’s proprietary Learning Path and access further content to match their children’s interests and needs.



## Tag Reading System Library

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LeapFrog has partnered with publishers HarperCollins, Simon & Schuster, Penguin, Scholastic and others to showcase beloved characters such as Fancy Nancy and Walter the Farting Dog, and popular series such as I SPY. In addition to included *Ozzie and Mack* activity storybook, the 16-volume library—plus two activity boards and two activity card sets—is available at launch and offers something for every early learner, inspiring a lifelong love of reading. LeapFrog has also created a Tag system developer’s kit to make it easier for third parties to develop books to work with the Tag reader.

### Kid Classics

- 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*
- (Continued)





## Activity Storybooks

Disney/Pixar's Cars: Tractor Tipping  
 Disney Princess: Adventures Under the Sea  
 Foster's Home for Imaginary Friends: The Golden Paddleball  
 Go Diego Go!: Underwater Mystery  
 Kung Fu Panda: Po's Tasty Training  
 Pirates! The Treasure of Turtle Island  
 Scholastic I Spy: Imagine That!  
 Scholastic Miss Spider's Tea Party  
 SpongeBob SquarePants: The Tour de Bikini Bottom  
 T.Rex's Mighty Roar

## Activity Boards

Tag Funny Phrases  
 Tag Super Speller

## Activity Cards (MSRP: \$7.99 each)

National Geographic Kids Birds and Sea Animals  
 National Geographic Kids Land Animals



## 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 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 the first Mac-compatible LeapFrog product. It 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](http://leapfrog.com/tag).

