



Lenco

PRESS RELEASE:

Lenco and KIDO'Z join forces to bring a family-friendly line of tablets

TEL AVIV & VENLO, November 28, 2012 – [KIDO'Z](#) and [Lenco](#) have joined forces to provide a safe and fun learning and playing environment for kids on tablets. With the KIDO'Z Play application pre-loaded on Lenco tablets, parents will be able to easily switch between parent and kid mode, enabling kids to navigate, play, explore and discover safely and independently. Protecting kids from inappropriate content on a tablet has never been so easy.

Lenco identified the main issue for parents: how to keep kids safe whilst playing games, watching videos, and viewing websites on a tablet. The collaboration of Lenco and KIDO'Z made it possible to provide such a solution by delivering a state of the art tablet solution for kids and families by pre-installing the KIDO'Z application. Lenco and KIDO'Z have brought together elements such as quality, affordability and a safe and easy-to-use operating system for kids which results in a unique system that has been streamlined for kids with minimal effort required by parents.

By pre-installing the KIDO'Z application on Lenco tablets these tablets are automatically family friendly. Switching between kid and parent mode can easily be done with one click of a button which means that kids are kept safe from inappropriate content and parents' data such like emails, contacts etc.

All pre-loaded content in the KIDO'Z app is moderated and approved by the KIDO'Z team before it is available in the app and only displays content that is recognized as safe, relevant and age appropriated for kids. Parents can set a time limit on the "playtime", ensuring that a healthy and moderate usage time by kids is maintained. KIDO'Z also operates a multilingual support and with 17 languages currently available, children can discover KIDO'Z in their mother tongue.

Lenco's offers 7" to 10" tablets with the pre-installed KIDO'Z app and all cater to the

needs of a family. Particularly the Cooltab-70, a 7" tablet which is specially designed with kids in mind. The protective colorful silicon cover allows a comfortable grip and protects the tablet when it is used intensively. This 7" tablet is light in weight (350g) and features a user-friendly interface, suitable for users both young and old. The Cooltab-70 comes in four fun colors (blue, pink, green and grey), making them even more appealing for kids. With the pre-installed KIDO'Z application, Lenco is delighted that their tablets will be used to allow kids to play, discover, learn and explore within a safe environment.

Through the vision of Lenco and KIDO'Z, they provide kids to explore apps and online content safe and easily like they have never experienced before, and all with a touch of one button.

About KIDO'Z:

In a world where kids are increasingly interacting with digital devices, KIDO'Z mission is to provide a better, safer and friendlier digital experience for kids on phones, tablets, computers and TVs.

KIDO'Z, which has been listed as one of the top 50 tech products by BusinessWeek, launched its first product in 2009 as a kids OS for PC. Creating a fun and safe environment, with a collection of special tools, KIDO'Z enables children to carry out everything that adults do on computers, but simply, intuitively, and without needing to know how to read or write.

KIDO'Z is installed on millions of devices with dedicated users from all around the world. With a recorded 50 million blocks in the past three years, protecting kids from inappropriate content, KIDO'Z keeps to its promise of keeping all viewable content safe and fun.

KIDO'Z is currently PC, Mac and now Android™ compatible and is available for download from <http://www.kidoz.net>.

KIDO'Z is developed by KIDO'Z Ltd, a Tel-Aviv based company created and managed by parents and top industry professionals.

About Lenco:

Since sixty-five years Lenco (www.lenco.com) is a synonym for quality in the field of Hi-Fi and consumer electronics. Lenco manufactures and distributes a complete range of consumer electronics products, including Absolute 3D sound systems, a broad portfolio of entertainment tablets, advanced record players, a wide range of iPod docking

systems, micro and mini audio systems, portable DVD players and TV sets. All products of the quality brand are characterized by innovative design, user-friendliness and an attractive price/performance ratio. Lenco's head office is located in Venlo, the Netherlands. In addition, the company has offices in various countries and continents.

Note for editors (not for publication):

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