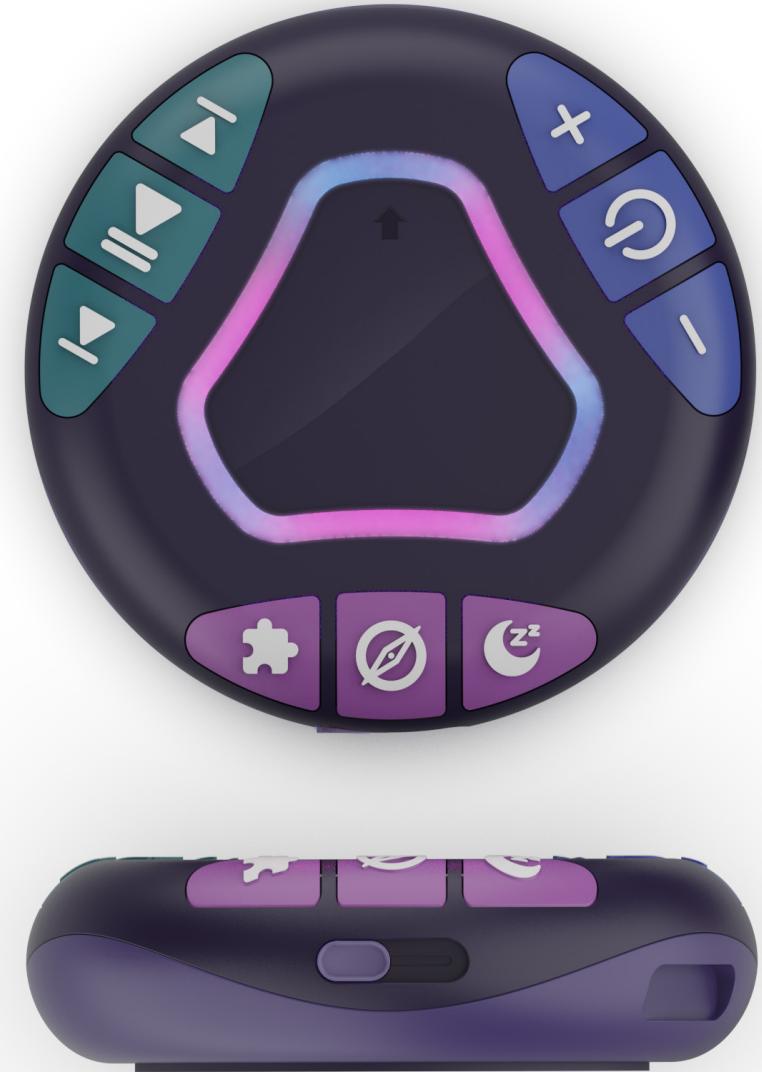


Playaway Products LLC.

WhaZoodle! Speaker

WhaZoodle! Interactive Speaker

Childhood learning, development, and **discovery**, powered by the expansive and **imagination-sparking** universe of audio content, and **delivered on a portable**, interactive speaker.



Why are we creating a speaker for kids?

Challenges with smart speakers

Alexa experience – expensive/luxury item, wifi, security concerns.

Our belief

There is a market for a safe, accessible, free-to-use smart speaker.

What is it?

All-audio format content

What does it do?

Provides learning through all-audio approaches, playing with movement, exercise, or fun games, and resting with soft music, guided meditation, or nature sounds.



User Experience Highlights

Highlight 1

Learning content is curated by theme to foster imagination and exploration

Highlight 2

Device is portable, durable, secure, ad-free, interactive, screen-free, and WiFi-free

Highlight 3

Content is mix of audio types in a playlist format starting with the explore mode

Highlight 4

Every device is loaded with relaxing content like guided meditations and soft music, great for taking a break or winding down.

Highlight 5

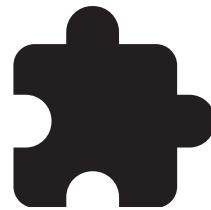
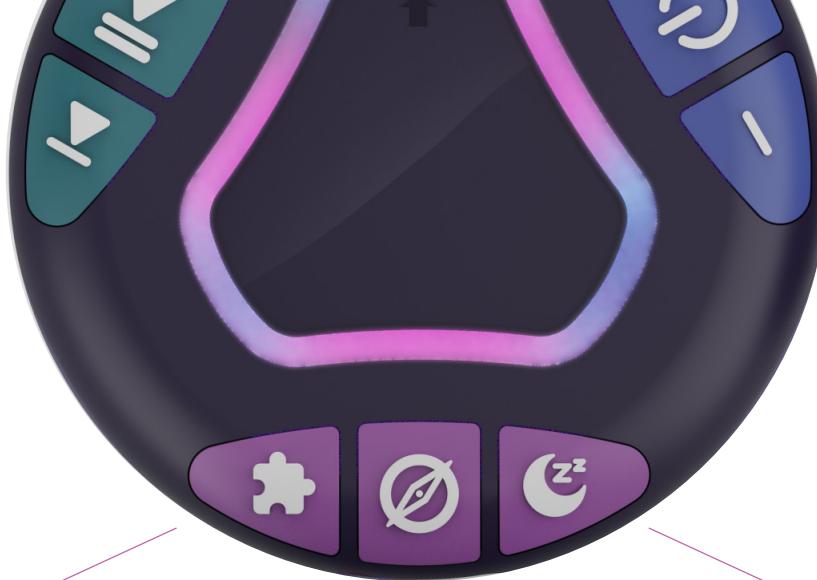
Accessible, all-audio approach to learning, playing, and resting.

Highlight 6

A user-facing landing page with keyword commands, tips, etc.



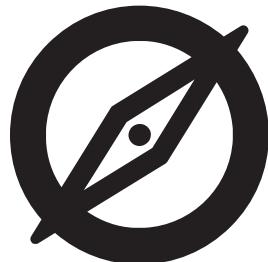
The Main Modes



Recess

Active imagination content:

Dancing, drawing, crafts, and more to keep the listener moving



Explore

Longer thematic educational content:
Curated podcasts, stories, fun facts, and sing-alongs that explore the bundle theme

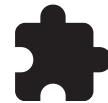


Relax

Slow calming content:

Guided meditations or stretches, nature and sleep sounds to help wind down

The Curated Content



Recess

Run Time – 30 mins

or

Content Goal – 20%

Active learning content including:

Sing and Dance

Drawing Exercises

Crafts

Aerobic Exercise

Musicals*

Pictionary*

What's that sound?

Would you rather?

Trivia/Quiz



Explore

Run Time – 1 hour

or

Content Goal – 50%

Thematic education content including:

Podcasts

Fun Facts

Short Stories

Songs

I Spy

Musicals*

Adventures*



Relax

Run Time – 30 mins

or

Content Goal – 20%

Calming content including:

Bed-time Stories

Lullabies/Nursery Rhymes

Guided Meditation/Stretching

Sleep Sounds

Rain/Nature Sound Meditation

Poetry

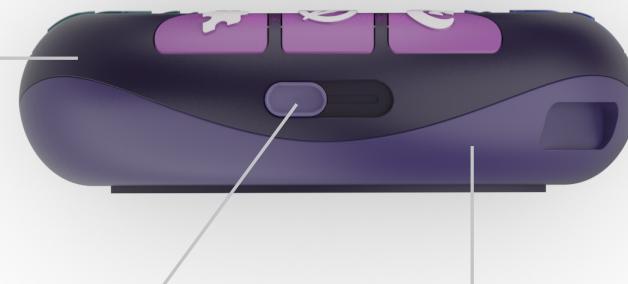
Device Colors

Button Group 2
Hex – #4060af
RGB – 64, 96, 175
CMYK – 90, 60, 0, 0
Pantone – 7455 C



Button Group 1
Hex – #9c5fb5
RGB – 156, 95, 181
CMYK – 48, 70, 0, 0
Pantone – 2583 C

Top Housing
Hex – #201c3e
RGB – 32, 28, 62
CMYK – 100, 100, 13, 68
Pantone – 267C



Light Slider (New)
Hex – #5a447a
RGB – 90, 68, 122
CMYK – 76, 77, 6, 18
Pantone – 7447 C

The Logo Marks



WhaZoodle!

WhaZoodle!

SPEAKER SIDEKICK



WhaZoodle!

WhaZoodle!

SPEAKER SIDEKICK

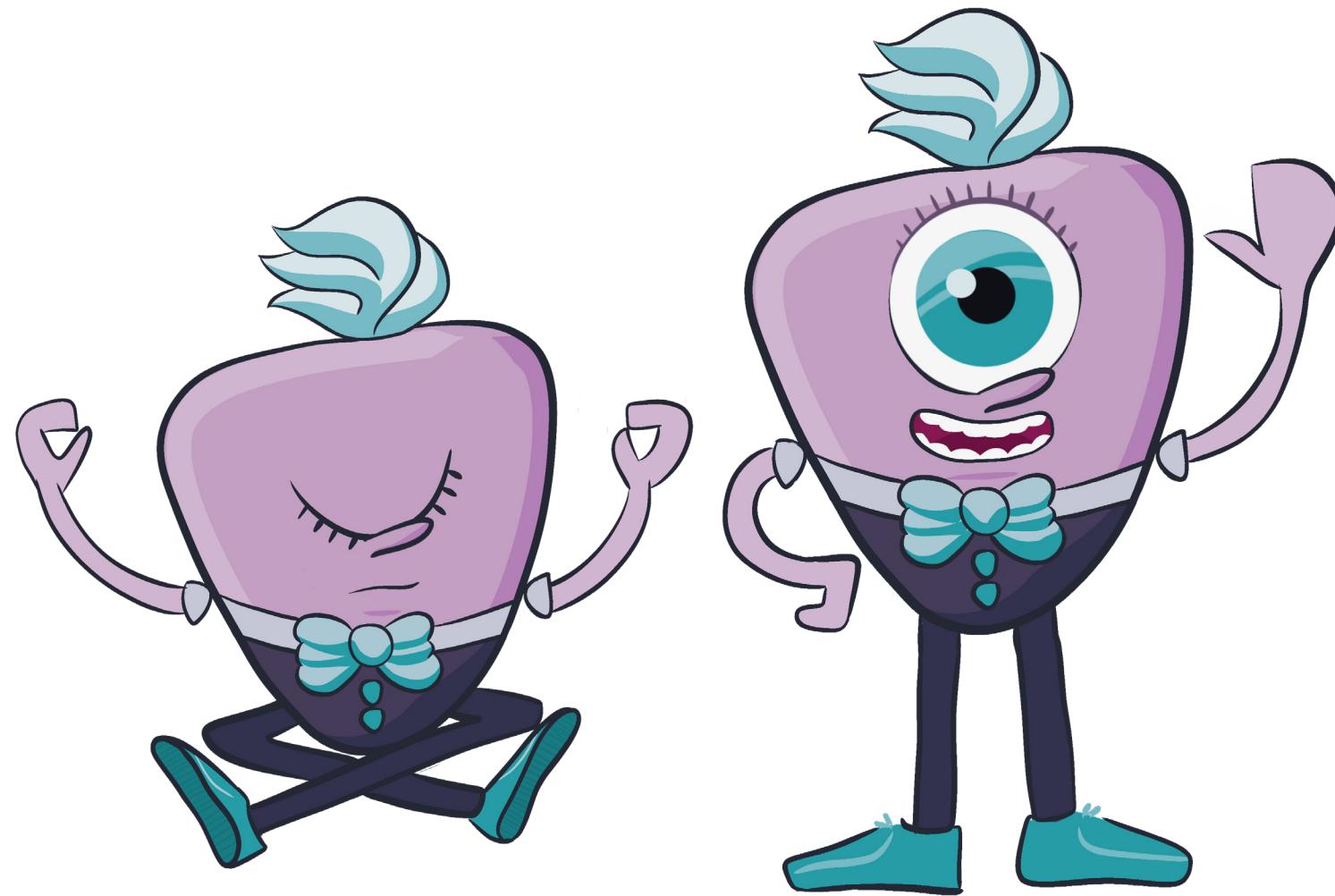


WhaZoodle!

WhaZoodle!

INTERACTIVE SPEAKER

Character - Zoodle Dude!



Packs by Theme



Adventure & Travel



Animals & Bugs



Creativity & Music



Environment & Nature



Engineering & Technology



Problem Solving & Math



Reading & Language



Social & Emotional



Space & Science



Sports & Teamwork



Fantasy & Fairy Tales



Typography

Typeface 1

Brevia

**Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz**

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

400 Weight

Typeface 2

Source Sans Pro

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

200 Weight

Example

Headline

Sub-head

Body copy description

Image caption / Footnote

TBD

Sub-head is .75 of Headline size

TBD

Body copy is .65 of Sub-head

Small copy is .7 of Body

Auto Leading in most instances,
use optical kerning.

Color Scheme

Device



Play/Skip
Buttons



Power/
Volume
Buttons



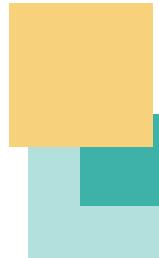
Mode Buttons



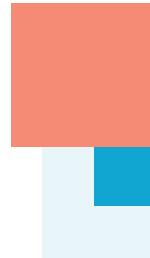
Device Body



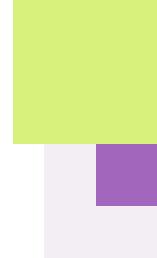
Ages



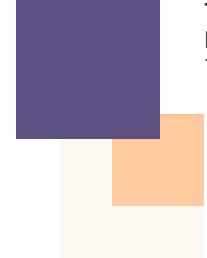
3+
Yellow



5+
Salmon



8+
Green

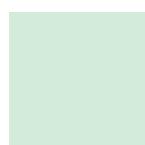
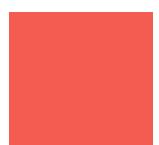
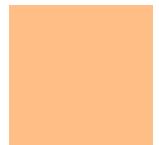


10+ Purple
Hex: 5d507f
7669 C



Orange
Hex: #FE5000
Orange 021 C

Tertiary (may arrow down)

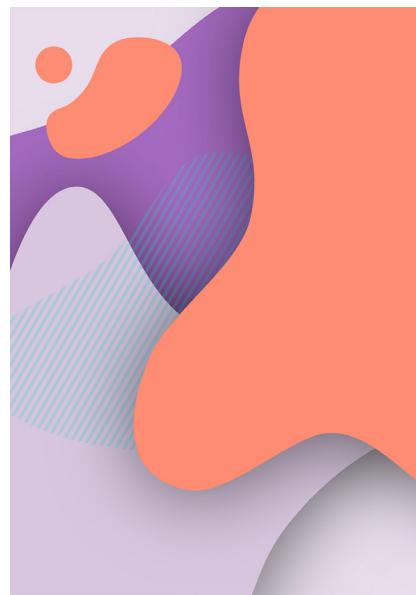


Patterns - Age ranges

AGES 3+



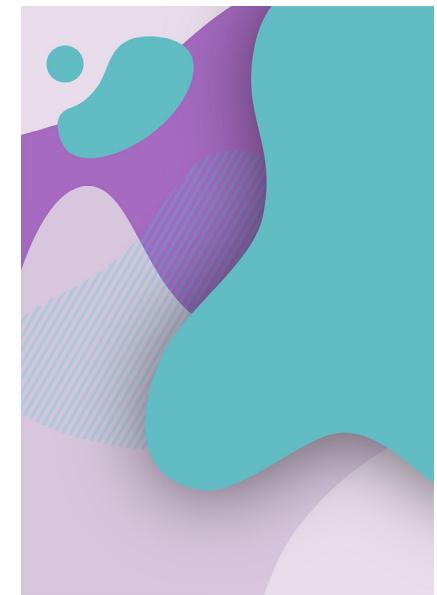
AGES 5+



AGES 8+



AGES 10+



Packaging - Inserts

WhaZoodle!

SPEAKER SIDEKICK


Explore

Curated podcasts, short stories, fun facts, and sing-alongs that explore the bundle theme


Recess

Dancing, drawing, crafts, and more to keep the listener moving


Relax

Guided meditations or stretches, nature and sleep sounds to help wind down

ENGINEERING & TECHNOLOGY

Construction Zone!

Kids will explore the sights and sounds of a construction site, big machines, rebuilding an old playground and more about construction with this WhaZoodle!

EXPLORE MODE INCLUDES:

- London Bridge – Song
- Building a Playground
- Trucks Build a House
- Trash-Truck Parade
- Rocky Room, The
- Huge Helping Machines

TOTAL RUN TIME | 1 hr 52 min

playaway
PRODUCTS

WARNING:
CHOKING HAZARD - Small parts.
Not for children under 3 years.

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CAUTION: ELECTRONICALLY OPERATED PRODUCT
The WhaZoodle format is recommended for children ages 3+. Adult Supervision Recommended. As with all electric products, precautions should be observed during handling and use to prevent electric shock.

ISBN 979-8-8226-7045-7
SKU#000000
9 7898822 670457






Construction Zone!

ENGINEERING & TECHNOLOGY

AGES 10+



ENGINEERING & TECHNOLOGY

Construction Zone!





WhaZoodle!
SPEAKER SIDEKICK

AGES 10+

**Embark on an epic adventure
with your speaker sidekick**

Created by **playaway**
PRODUCTS

14

Packaging - Labels

