

# Playaway Products LLC.

*WhaZoodle! Speaker*

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## WhaZoodle! Interactive Speaker

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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?

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### 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

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Learning content is curated by theme to foster imagination and exploration

## Highlight 2

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

## Highlight 3

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

## Highlight 4

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

## Highlight 5

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

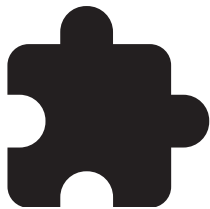
## Highlight 6

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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

\* indicates it is not yet acquired

# Device Colors

## Button Group 2

Hex – #4060af

RGB – 64, 96, 175

CMYK – 90, 60, 0, 0

Pantone – 7455 C

## Button Group 3

Hex – #156570

RGB – 21, 101, 112

CMYK – 83, 14, 23, 50

Pantone – 5473 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

## Bottom housing

Hex – #5a447a

RGB – 90, 68, 122

CMYK – 76, 77, 6, 18

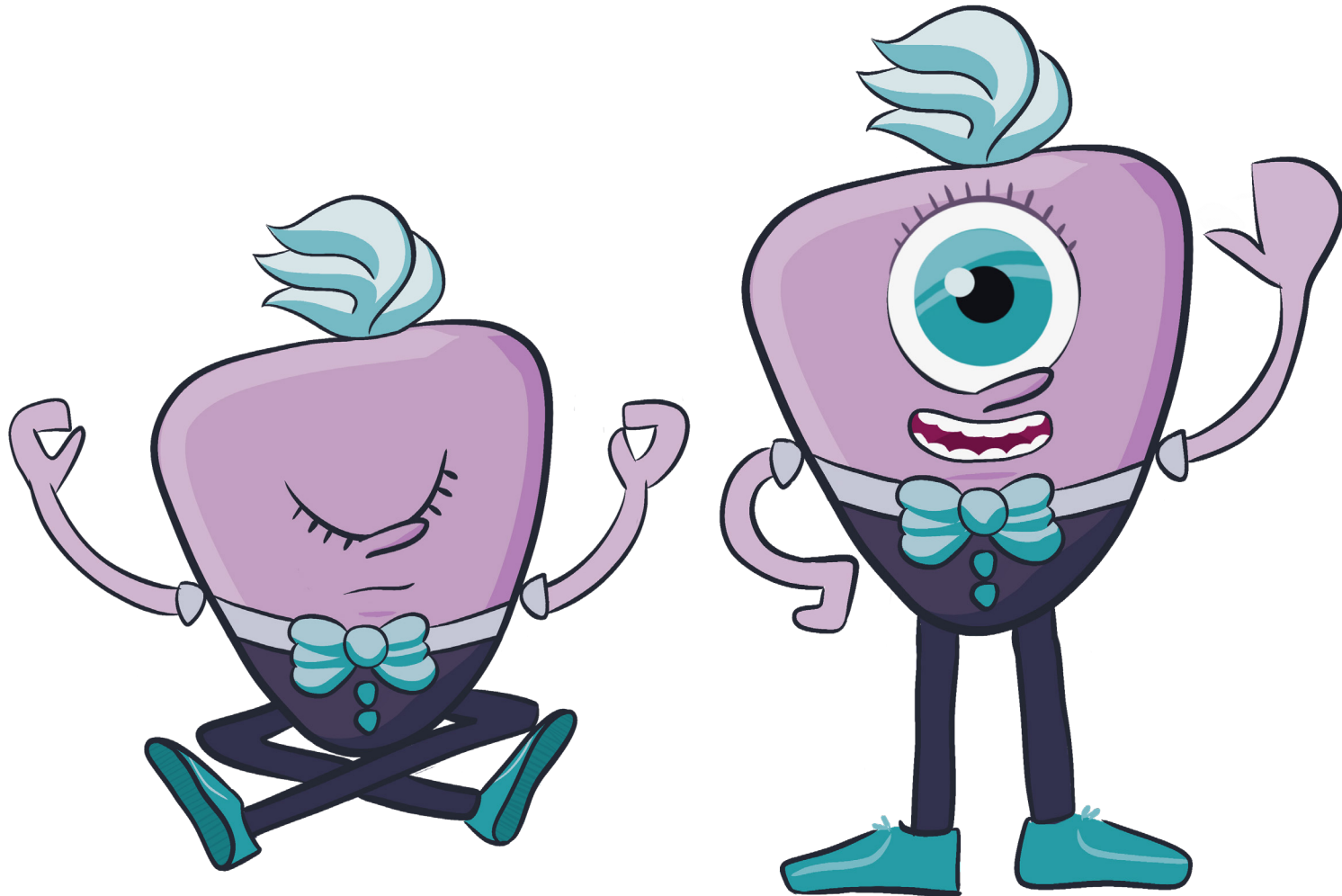
Pantone – 7447 C

## The Logo Marks





## 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

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### 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

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## Typeface 2

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### 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

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## Example

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### 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

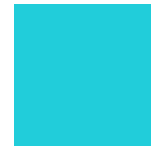


10+ Purple  
Hex: 5d507f  
7669 C



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

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

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.

## Construction Zone!

ENGINEERING & TECHNOLOGY

AGES 10+

ENGINEERING & TECHNOLOGY

## Construction Zone!

Embark on an epic adventure  
with your speaker sidekick

**WhaZoodle!**  
SPEAKER SIDEKICK

AGES 10+

## Packaging - Labels

