

‘Tis the season to give a tech toy

► Kiddie tablets and other tech toys top Toy Insider gift list ► Coming out on top? ► LeapFrog Enterprises Inc.'s LeapPad 2 ► The traditional toys that get a tech spin

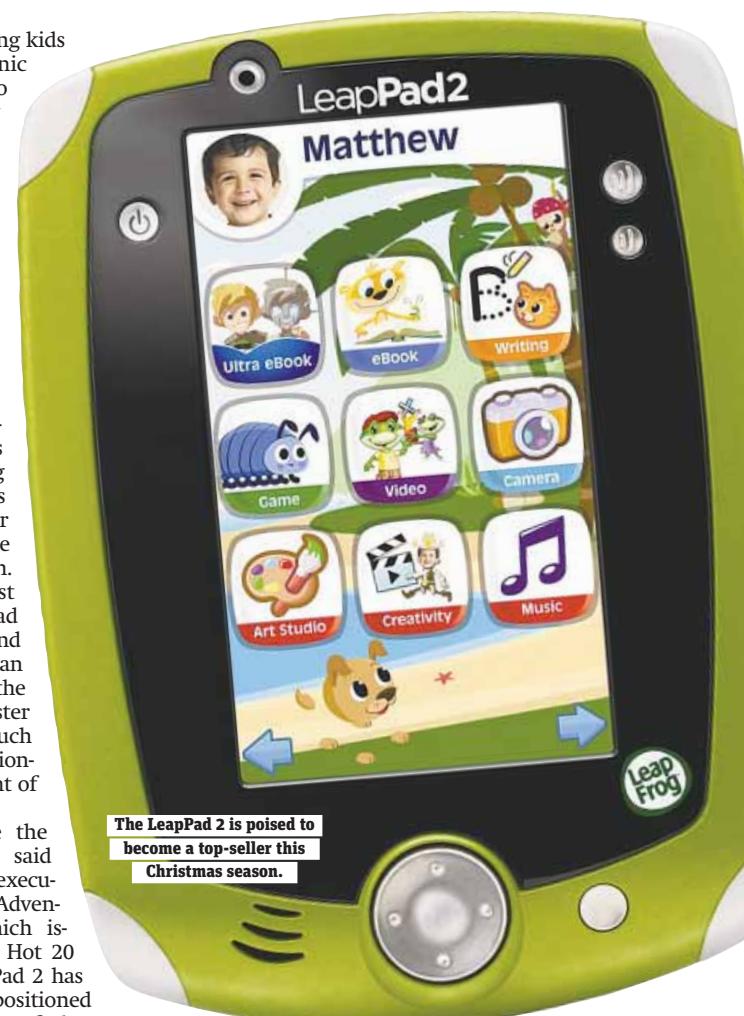
Tablets made for young kids and other electronic toys are expected to be found under many Christmas trees this year, as parents who are fans of gadgets such as Apple Inc.'s iPad look for products tailored to the younger set.

The Toy Insider, a holiday gift guide from a publisher serving the toy and licensing industries, as well as major toy sellers Walmart and Toys R Us, all put LeapFrog Enterprises Inc.'s LeapPad 2 on their lists of top toys for the 2012 holiday season.

In 2011, the first edition of the LeapPad was on several lists and sold well. This year, an updated version of the \$99.99 tablet has a faster processor, twice as much memory and an additional camera on the front of the device.

"It's going to be the war of the tablets," said Laurie Schacht, chief executive and president of Adventure Publishing, which issues the Toy Insider Hot 20 list. "What the LeapPad 2 has done is it has really positioned itself not to be part of that tablet war but to be an item for younger kids that gets them ready to move into the older tablets."

Toy Insider's list, set to be released on Tuesday, includes the LeapPad 2 in its lineup of toys for ages 3 to 5, and the Kurio 7 tablet from Techno Source is for children who are between 6 and 8 years old. **REUTERS**



Traditional toys get a tech spin

Some toys this year take a traditional product and give it a tech spin. With the My Magical Wand Cinderella from JAKKS Pacific Inc.'s TollyTots unit, when a child

waves the wand, the doll tells a story and images light up on her skirt.

Meanwhile, another toy brings a digital game into the physical world. Hasbro's Words With Friends Luxe is a board game based on the digital game from Zynga Inc.

Other hot toys

Other toys on the Toy Insider list include the Lego Friends Heartlake Stables, a Lego set geared toward girls.

- A new high school play set for Mattel's Monster High is on lists from Toy Insider and Walmart.
- Activision Blizzard Inc.'s Skylanders series of video games and action figures is on the Toy Insider list and the

- Toys R Us list after a strong 2011 launch, with the Skylanders Giants coming out this year.
- Eleven of the 20 items on the Toy Insider list have manufacturers' suggested prices of less than \$50.