

**Play Hard
Learn Smart**



Introduction

Have you ever remembered every precious moment since you were born? Memories seem to be fading away no matter how hard you try. It doesn't matter, because now you can feel it again with your baby, in the world of



Scientific early childhood education stimulates growth

From 0-6 years old, is the best period that young children develop intellectual abilities and social adaptabilities :

For the first few months, babies' audiovisual system initiates, and make the first contact with the world with eyes and ears.

From 1/2 to 1year old, they start to put everything into mouths, so as to explore the world in oral way.

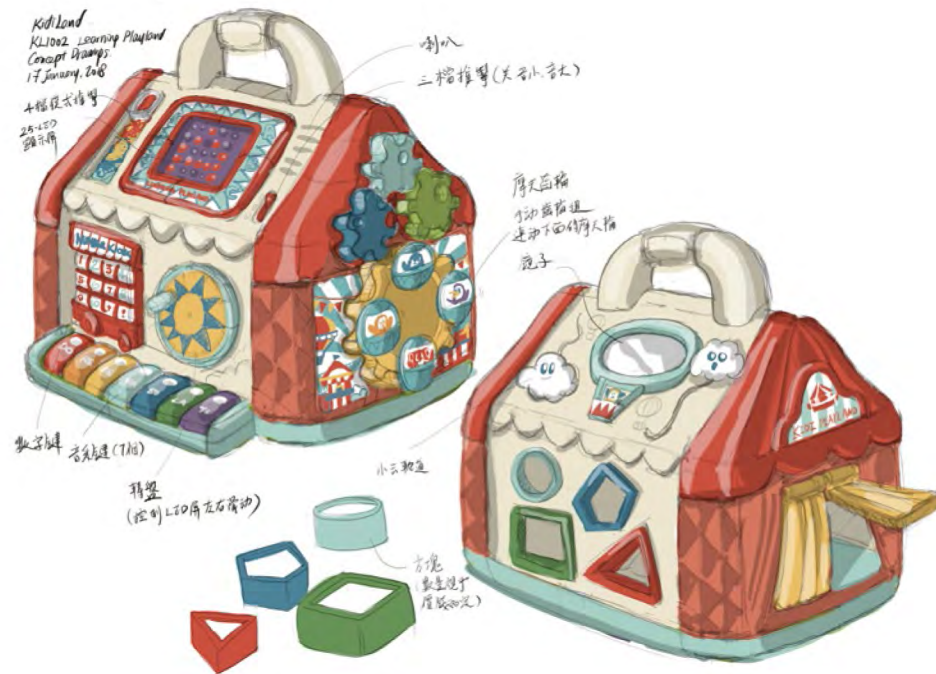
From 1 to 3 years old, is the critical period of building up oral language and self-consciousness.

From 3 to 6 years old, is the best moment for logical and intellectual development.

Scientific early childhood education is a guideline for training children' s intellectual abilities, so they explore and learn systematically, in order to create a healthy holistic development.

Inspired by Early-Learning Toys

A successful toy can stimulate babies' desire to explore and create, so that babies can discover the world, knowing about their own-self, and enjoy the fun of learning through play.



Advantages

A

Innovate through technology, enhance interaction and communication

- ▶ insists on making innovations with technology. We keep improving the functions and make our products more fascinating, just because we want babies develop their five senses in holistic ways, and enhance their abilities of making interaction and communications. Of course, we do encourage parents to explore, discover and think together with children too.

B

Rich educational value, discovering children's talent!

- ▶ Every toy consists of rich educational value, toys are no longer just toys, these are more like mentors which help to foster good habits and enlighten potential abilities, so as to let children grow up limitlessly.

C

Simulating various life scenarios, for better understanding of the real world

- ▶ Children before 6 years old have unique learning methodologies by using their 5 senses. praises this natural learning instinct and hope to create more opportunities for them to experience the real world, by simulating various life scenarios, so as to enrich young children social and cognitive skills, as well as creativity and imagination.



About us

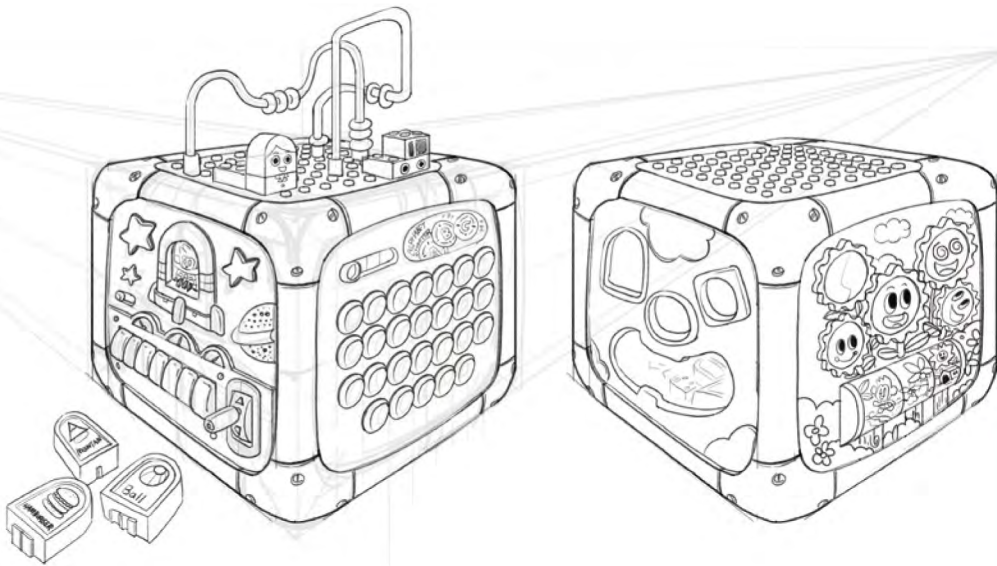
KIDIAN, a brand of infant and pre-school toys owned by KIDIAN Technology. We manufacture early-learning toys for children from 0-6 years old by applying “scientific early childhood education”. KIDIAN aims at providing a healthy holistic development platform to children through play.

Our R&D center is located in Hong Kong. With a team of leading designers and engineers in the industry, we design and create products according to children’s intellectual development and their own interests at different stages.

KIDIAN comprises independent R&D, process manufacturing, sales and marketing management teams, that is how KIDIAN is determined to positioned as a toy brand with great learning values.

Product Philosophy

**Precise Scientific Evaluation
Safe as the Highest Priority**



Precise Scientific Evaluation

Parents always worry about too much play time and not enough learning for their children. However, play and learn are irreplaceable at all. Balancing between these two elements is what we always care of. Therefore, every item is evaluated precisely in scientific ways. By applying technologies, play and fun can eventually blend with each other, and match with children's learning instinct. After all, learning should be fun.

Safe as the Highest Priority

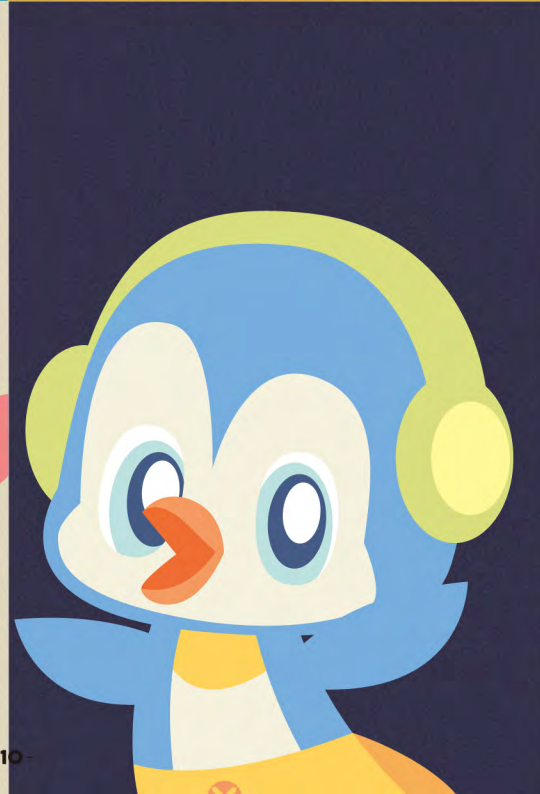
Safe is everything. From choosing the appropriate materials to packing the products, dozens of checking processes and safety tests are made, just because we ensure every item is up to standard. Also, we pay so much attention on protecting the environment. To protect our ecology, all production processes and raw materials adhere to the principles of sustainable development.



Play Hard Learn Smart

Play, in fact, is active learning, which makes learning highly efficient and interesting. The knowledge and experiences gained through play, are more sustainable and profound as well. “Play Hard, Learn Smart” is what believes. After continuous tests, observations and analysis, has developed a brand new three-step rules of toys:

1. Firstly, an extraordinarily approachable appearance is essential to draw children’ s attention, so as to arouse their curiosity to explore.
2. Then, knowledge about cognition, identifications, language and logical thinking are penetrated while children explore the toys, which make the fascinating playing more educational and inspirational.
3. Finally, for every time a child discover or experience, would bring them joy. This could help to construct better self-esteem and personality.



Wonders, is not merely just a brand of toys, but also a platform for holistic development through play-based learning for children. Like a wonderland, children can therefore play, learn and have fun.

There are 4 buddies with different personalities in Wonders, including MON the Monkey, PENG the Penguin, ELE the elephant and PUP the puppy.

MON MON the monkey is the captain in the team. It loves to think and creative, always helps to fix problems.

PENG the penguin is quiet and shy. It loves nature and art, has a special ability to create stories.

ELE the elephant is the youngest with great listening abilities. It can fly, loves candies and is an adventurous inventor.

PUP the puppy is a warm-hearted, loyal and reliable athletes. It always accidently solves difficult problems.



A

• Enlightenment (0-1 year old)

New born babies are different from adults when seeing the world. For babies aged 0-1 year, their vision are still in development, so they need more comfort through touching, sound and light. Few months later ,they start to grow teeth , namely Oral Stage by Freud, so they need some biting toys, like teether and rattles.

• Exploration (1-3 years old)

Children's activity areas are so much larger, and their world get more 3-dimensional. When they are 1 year old, they shall need toys to practise walking , and intelligence like language, numbers, music and rhythm, identifications are about to be enlightened afterwards. By simulating various life scenarios, toys help children have a better understanding about the world.

B

C

• Happy learning (3-6 years old)

In this period, logical thinking is the most important training. Educational toys can be used to train children's creativity, imagination, expression and social skills. Parents can encourage children to think and express what they think, in order to develop outstanding presentation and inter-personal communication skills.

Three keys for healthy holistic development

If you agree that [play](#) can really help to develop children's intelligence, it would be so encouraging for us because it is the energy booster for us to move forward. In the R&D processes, we think there are 3 remarkable aspects for children's growth, we would like to invite you to notify about it too:

A Cognitive Thinking

Babies start to understand the world with feelings and perception. Feelings naturally come from the five senses, but perception is not, it is formed by guidance and teaching. In this process, cognitive thinking shall be built up gradually. This is a critical stage which will determine their mental development.

B Emotional social contact

Do you want your children to be a sociable person? Start the training earlier. And it requires parents and babies to work together because social interaction is a 2-way communication. Parents need to pay attention to respond so babies can gain a sense of security and higher motivation on making more interactions.



C Language and action

Hand-eye co-ordination is what babies shall master for the first stage, coming with rolling over, crawling and walking. Action is an expression of determination. Fostering good habits at early time are beneficial for training their individual will.

Children would then express themselves by combining language and action, in order to achieve social communication. If you would like children master few more languages, relevant learning environment is encouraged to provide in the age of 2 to 3 years old. The results can be very obvious.

New Item Preview



◆<Learning targets >

Grasping, teether, music and sound effect

▮<Features>

- Interactive rattle & teether
- Ease discomfort during teething
- Improves hand-eye coordination
- Various sound effects through shaking the rattle, music and 2 level volume control
- Comfort light in different colors

★<Suitable age>3M+



Shake & Jam Rattle

Various sound effects

Fresh design

Comfort light

Multiple functions

Music



New Item Preview

Stack & Learn Cubes



◆<Learning targets >

Balance skills, coordination

▮<Features>

- Three cubes to build in various ways to improve your baby's balance skills, creativity and haptic perception
- Touch the buttons for music and various movements
- Different colors, shapes, letters and numbers

★<Suitable age>6M+



MonMon the Rainbow Stacker



◆<Learning targets >

Exercise fine movements, identify different sizes and colors, cognitive learning

▮<Features>

- Improve your baby's creativity and motor skills
- Counting voice and sound effects by stacking the rings
- Adorable design and fresh colors

★<Suitable age>6M+



New Item Preview



My 1st Learning Remote

◆< Learning targets >

Haptic skills, numbers

▮< Features >

- a. Fresh design with fun cartoon screen
- b. Various sounds & effects

★< Suitable age >12M+

Cartoon screen

Mechanic roller

Interactive learning



New Item Preview



Language skills

Adorable design

Multiple gameplay



ABC Learning T-Rex

◆ < Learning targets >

Language skills, recognize colors

▮ < Features >

- a. Press the buttons to learn letters and improve baby's english
- b. Dinosaur sound effects by touching feet and mouth

★ < Suitable age > 12M+

Learn the Alphabet



New Item Preview



Interactive house

Music & Light

Multiple exploration



Kidi Learning Wonderland

◆< Learning targets >

Cognitive learning, operational thinking, haptic skills, music and rhythm, language skills

▮< Features >

- Switch between music mode, learning mode and game mode
- Play seven notes and 12 instruments in music mode
- Learning mode with various buttons and LED screen
- Game modes: find the color and chase the light
- Interactive shape matching and various mechanical movements
- Storage for shapes and toys

★< Suitable age >18M+



New Item Preview



Interactive learning

Character blocks

Multiple functions



ABC Learning Express (with Blocks)

◆ < Learning targets >

English skills, role play with character blocks

▮ < Features >

- a. Multiple functions in 3 different modes
- b. Various sound effects and music
- c. Handle to carry the bus
- d. Character blocks for role-playing games

★ < Suitable age > 18M+



Open the sides, explore the inside



New Item Preview



Multiple
gameplay

Music
& Light

IR
control



Sing & Dance Interactive Puppy

◆ < Learning targets >

Exercise actions, movement motivation,
emotion recognition, responsibility

▮ < Features >

- Remote controlled senses
- Different effects by touching the head
and grab the tail
- Piano on the back with comfort sound
and warm light

★ < Suitable age > 36M+



New Item Preview



Interactive learning

Fresh design

Multiple gameplay

Various items



Kidi Learning Wash Up Sink

◆ <Learning targets >

Living habits, responsibility

▮ <Features >

- a. Various items in baby's hand size
- b. Real water faucet
- c. Guide to return the items in the right position

★ <Suitable age > 24M+



New Item Preview



Interactive puppy

Music & Light

Emotional interaction



My 1st Interactive Puppy

◆ < Learning targets >

Exercise actions, movement motivation, emotion recognition, responsibility

▮ < Features >

- a. Cute design with different touch sensors
- b. Different effects by touching the head and grab the tail
- c. Various sound effects by feeding the dog with the bone
- d. Adorable movement and music by pulling the dog

★ < Suitable age > 24M+



New Item Preview



Various short stories

Character blocks

Music & Light

Fresh design



Kidi Airline (with Blocks)

◆ < Learning targets >

Knowledge by short stories, role-play with character blocks

▮ < Features >

- a. Various stories about aviation and other basics
- b. Different sound effects, plane announcements and music
- c. Character blocks for role-playing games

★ < Suitable age > 36M+



New Item Preview



Count & Learn Cash Register (Deluxe)

◆<Learning targets >

Item recognition, mathematics, role play and social interaction

▮<Features>

- Learning through item list with voice output
- Improve mathematics with working cashier display and calculator
- Scanner with light and sound effect
- Various items in packing included
- Social interaction through role play games

★<Suitable age>36M+



New Item Preview



Interactive learning

Music & Light

Multiple gameplay



Kidi Learning Cube

◆ < Learning targets >

Cognitive learning, operational thinking, haptic skills, music and rhythm, language skills

▮ < Features >

- a. Different modes to learn the alphabet, words and playing games
- b. Block building structure on top
- c. Various mechanical movements
- d. Different sound effects and music
- e. Working piano
- f. Storage for blocks and toys

★ < Suitable age > 36M+

Multiple exploration



New Item Preview



Fresh design

Music, Light & Sound effects

Interactive learning



Police Car



Fire Truck



Excavator



Concrete Mixer



Ice-Cream Truck



Dump Truck



Ambulance



Truck



School Bus



Crane

Kidi Mini Vehicle Series (with Blocks Playset)

◆ < Learning targets >

Social activity, movement motivation, creativity

▮ < Features >

- a. Create scenes and encourage imagination
- b. Various voice outputs on each model
- c. Promote multiplayer gaming

★ < Suitable age > 36M+



Parking slot to charge
Unlock hidden functions