

Pointers For Parents

Technological Toys That Appeal To Girls

(NAPSA)—When it comes to today's technology, girls just want to have fun. In fact, female users are a huge part of the current techno boom, engaging in such pastimes as downloading music and photos, texting on cell phones and instant messaging.

According to a recent study conducted by NPD Group in December 2006, nearly 77 percent of kids between the ages of 2 and 14 are online and nearly 62 percent of kids between the ages of 11 and 14 use cell phones, making this generation of tweens well “wired”!

This digital craze offers a variety of ways for tween girls to communicate—with many of them getting started at a young age, this can be a cause of parental concern. Because the Internet is accessible to millions of people, parents are often at a loss as to how to protect their children from online predators.

Fortunately, there's now a fun new way for tween girls to get a taste of the latest technology safely, and without the kind of monthly bills associated with cell phones and text message services: a pair of tech toys from Radica's Girl Tech—IM-Me and Video Journal—offer the versatility of their grown-up counterparts, along with features that appeal to young women.

Be With You In An “Instant”

Girl Tech introduces IM-Me, a BlackBerry-like device that allows girls to stay connected—may sound “2good2btru” but it's “4real”! This wireless messaging system is portable, private and convenient. Girls no longer have



Tween girls can now be part of the communications technology blitz, thanks to a pair of digital gadgets.

to be glued to the computer and parents can have peace of mind knowing their kids are safe. Users can only chat with other IM-Me users who they approve, keeping strangers away. Plus, the system works with your home Internet connection so girls can chat with friends anytime, anywhere! What “ruw8ing4”?

“Journal-ism”

Girls can now keep tabs on all of life's adventures with the new Video Journal. They can take photos and record videos using a digital camera, then, using the included software, create a customized digital journal. The software provides assorted templates and graphics so girls can express their creativity, while a calendar helps them stay organized. Plus, the journal comes with password protection to keep out snooping siblings. Girls can even print out their journal pages to share with friends or paste in a scrapbook. Video Journal includes software, a digital camera, a USB camera docking station and lanyard.

To learn more about Video Journal and IM-Me, visit www.girltech.com.