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Findaway adds Learning Videos to Playaway Launchpad

Playaway Launchpad pre-loaded tablets are the simplest way to make apps, games, comics and videos accessible to everyone.

SOLON, OH (March 1, 2018) – Findaway, a leading provider of digital technology solutions, today announced that Playaway Launchpad now includes a robust collection of learning videos, movies, and TV shows for kids. Originally launched in 2015, Playaway Launchpad is the first-ever secure tablet designed specifically for circulation in public libraries and schools. Launchpad Video, introduced in June 2017, originally featured popular entertainment content.

The expanded Launchpad Video catalog is filled with award-winning characters and series for kids. Current bundles feature celebrated brands including National Geographic, PreSchool Prep, Sesame Street, Berenstain Bears, Mr. Rogers, and more. The diverse catalog, expanding quarterly, is expertly curated by age, subject, and theme. Learning collections include STEAM, English Language Arts, Animals & Nature, Science, Creativity, and more.

“Learning videos are an in-demand content segment as they’ve been shown through research to positively impact everything from information absorption, engagement and grades,” said Brittany Gonzalez, Marketing Manager for the Playaway Products Group. “As we begin to retire our original video device, Playaway View, it’s the perfect time to expand our catalog of learning videos and to migrate all of the beloved content to a new and relevant format.”

Launchpad Video is designed with an intuitive and engaging user-interface and includes optional screen time controls for adults to monitor their children’s usage. A simple one-touch reset feature clears the device for the next patron, ensuring that Launchpads are shelf-ready for the next checkout with no library staff maintenance.

Like all tablets in the Launchpad family, Launchpad Video helps to bridge the digital divide and give equal access to patrons, whether or not they own a mobile device and/or have access to Wi-Fi.

All Launchpads feature a 7” screen with double-tempered glass, a reinforced USB cord for enhanced durability, and a quad-core processor for fast speed. Launchpads are free of Wi-Fi and camera capabilities, providing a controlled and secure user experience.

To learn more about Launchpad Video, visit www.playaway.com/launchpad/videos

About Findaway

Findaway is a global leader in digital content delivery. With the invention of Playaway Preloaded Products, they transformed the way that audiobooks, eBooks, videos and learning tools are circulated in 40,000 libraries, schools, and military installations. Findaway has revolutionized digital audiobook creation and delivery with AudioEngine and Findaway Voices. AudioEngine is the industry's largest B2B audiobook delivery platform, reaching listeners in more than 170 countries. Findaway Voices lets any author create and distribute an audiobook with more freedom and control than ever before. To learn more about Findaway and the Findawayers who make it all happen, visit www.findaway.com.