

LEXIBOOK®



Les Ulis, August 31st 2018

POWERMAN®, the interactive robot to learn and play!

Lexibook® launches POWERMAN®, the edutainment robot for kids from 3 to 8 years old. He is funny, intelligent and has an endearing personality. He has everything to become the best friend of children.



POWERMAN® is a fully interactive toy that talks and includes tons of contents, light and sound effects.

POWERMAN® has educational quizzes allowing the child to learn about numbers, daily life, animals, words and many more fascinating themes in a funny way.

He can also tell 10 of the best popular stories like « Belling the Cat », « The Fox and the Grapes » and « The Lion and the Mouse ».

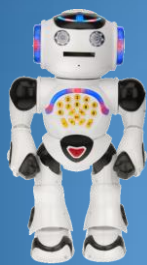
POWERMAN® can throw foam discs which will not fail to entertain the younger ones. Like a parrot, he can repeat with his robot voice what the child has just said. For even more fun, he also tells many jokes, plays music and dance.

He comes with a remote, so it can be easily controlled in all directions.

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POWERMAN® can also be played with friends. Put several POWERMAN® together to start a robot race or a choreography dance by a POWERMAN® group.



Discover POWERMAN® video on [Lexibook's YouTube channel](#).

POWERMAN® will be available at selected retailers and online stores starting from October 2018, at a suggested retail price of 49.99€.

About Lexibook® :

Lexibook® is the European leader in licensed electronic entertainment products for children, owning over 42 registered trademarks such as Karaoke Micro Star®, LexiTab®, Decotech®, Cyber Arcade®, Tablet Phone®, iParty®, FlashBoom®, etc. This success is due to a strategic focus on strong international licenses, coupled with high added value products. This strategy, combined with a policy of continuous innovation, has spurred the Group's international growth and has enabled it to develop a wide range of items under the Group's trademarks. Lexibook® is listed on EURONEXT (Alternext: 3359). With more than 25 million products on the market, the company currently sells one product every ten seconds around the world! For more information, please visit: www.lexibook.com