



## FOR IMMEDIATE RELEASE

KIVI launches a Smart TV tailored for children's rooms: block-style design, protective glass, integrated nightlight, and safe content

*The European brand [KIVI](#) introduce a groundbreaking product in the Smart TV market, a television meticulously designed for children's spaces - **the KIVI KidsTV**. With its distinctive block-design, user can creatively personalize the TV, spurring imagination and unlocking creative potential of child.*



**Berlin, Germany – 01/09/2023** KIVI KidsTV is a television specifically designed for children's rooms and is a prominent feature of the new TURN ON KIVI. ROOM BY ROOM series. This innovative line was inspired by KIVI's 2022 research, which revealed a gap in the market: TV placement and its intended audience had been frequently overlooked by manufacturers. This discovery led to KIVI's specialized approach to television design.

### **Why do children need a specialized Smart TV?**

KIVI KidsTV goes beyond being a mere technological advancement; it represents a commitment to your child's growth, creativity, and safety. As we step into the future, ensure your child has the best tools for a holistic development. Presenting the KIVI KidsTV with its primary advantages:

- **High-Quality and optimized viewing Experience:** Beyond mere entertainment, a large screen provides an immersive experience for shows and cartoons, ensuring children engage and learn more effectively. Boasting a vivid Full HD display, it ensures content comes to life, captivating young viewers.
- **Catalyst for Creativity:** Beyond just viewing, the KIVI KidsTV transforms into a canvas for children's imaginative expression and interactive play, fostering creativity and innovation.

- **Peace of Mind for Parents:** Parents can breathe easy. The KIVI KidsTV not only curates age-suitable content but is built with protective features like reinforced glass and a secure mounting system to withstand enthusiastic play.
- **Child-Centric Design empowering autonomy:** With their own dedicated space, children can cultivate a sense of independence, making choices and navigating their entertainment world responsibly. KIVI KidsTV is more than just a device; it's their personal space.
- **Solution for Larger Families:** With KIVI KidsTV, gone are the days of screen-time squabbles between siblings. This dedicated TV ensures equal and fair access for every child.

The KIVI KidsTV model is equipped with cutting-edge image enhancement technologies:

- **Super Contrast Control:** Revolutionizes the depth of dark images by processing specific local areas, thereby "unveiling" a clearer picture.
- **Ultra Clear:** Specifically designed to rejuvenate SDR videos, many of which include timeless classics, ensuring they shine brilliantly on a Full HD screen.
- **Max Vivid:** An intuitive feature that dynamically tweaks local brightness and image saturation, elevating standard content to near-HDR quality.

KIVI KidsTV: Where technology meets creativity, safety, and your child's holistic growth.

#### Unleash Individuality with Block-Style Customization:



With KIVI's newest invention, parents and children alike are invited to unleash their imagination on the TV's frame, stand, and central plate using universally compatible plastic construction blocks. Attach toy blocks to bring to life any vision, any form, any hue – no limitations. It's not just a TV; it's a medium where a child's character, creativity, and artistic taste emerge. Whether it's a frame adorned with a child's current artistic inspiration or a whimsical design just for fun, the opportunities are infinite. And with compatibility in mind, most widely-used building blocks in the market can integrate seamlessly with the TV design.

### **Fortified Elegance with Tempered Glass:**

The 32-inch Full HD screen of the KIVI KidsTV isn't just a visual delight – it's an emblem of durability. Guarded by scratch-resistant tempered glass, it stands resilient against the unforeseen: be it a wayward toy, a book's sudden drop, or even a spirited ball throw. Pet claws, metal zippers, or phone charging cables? No threat. It's an investment in vivid viewing, ensuring safety for the child and lasting brilliance for years. And in true KIVI tradition, we back our screen with a 3-year guarantee.

### **Sturdy Foundations with Reliable Leg Fixation:**



Grounded in stability, the TV legs are affixed directly to a metal frame and unified by a horizontal plate. This connecting slab isn't just functional but adds another dimension of creativity, embracing the block-design approach. We've also included double-sided stickers, ensuring parents can anchor the TV securely to its resting place

### **Nightlight for Sound Sleep without Fears**

On the back panel of the KIVI KidsTV, there's an AlumiGlow nightlight that emits a soft and soothing glow. It creates a cozy atmosphere in the child's room and helps youngsters fall asleep faster, especially if they're apprehensive about sleeping in the dark. The nightlight can function even when the TV is switched off. The brightness level is adjustable; parents (or the child themselves) can modify the illumination using the TV remote or a button on the TV unit.

### **Operating System**

The television operates on the modern AndroidTV 11 OS. It's an official certified operating system from Google, ensuring high-speed and stable performance for the smart TV. AndroidTV 11 provides access to 10,000+ gaming, educational, and developmental apps. The OS also allows voice-command control, which is ideal for younger users who may not yet be familiar with reading but can speak. Moreover, AndroidTV 11 offers extensive parental control settings.

## Convenient Remote Control

The revamped KIVI remote features an ergonomic design with minimal buttons, ensuring even a child can easily navigate the Smart TV. The new remote sits comfortably in the hand, with smooth and silent buttons. The most popular apps have dedicated buttons on the remote, letting viewers access their favorite content with a single press. Other features include a striking blue color, an integrated microphone for voice control, and a button to manage the nightlight. For swift location of the remote in the dark, its bottom part incorporates a luminous logo badge.

## Eye Safety

To mitigate the harmful effects of blue light, the KIVI KidsTV comes with a special Low blue light technology. It's well-known that screen light can induce eye fatigue and affect sleep onset. KIVI filters out this hazardous radiation, helping protect vision, especially during nighttime hours.



The highly anticipated KIVI KidsTV is set to make its market debut in the fourth quarter of 2023. Priced at an average retail **cost of €350**, this state-of-the-art television is designed specifically with the young viewer in mind, melding both creativity and durability.

Embrace the future with KIVI – where technology meets innovation, and vision meets global reach.

### **About KIVI:**

*Established in 2016, KIVI is a proud Ukrainian global powerhouse with its European headquarters nestled in Budapest. Primarily focused on the development and manufacturing of cutting-edge Smart TVs, the company has successfully distributed its products throughout Europe and Asia. The backbone of KIVI's innovative prowess is its Research & Development departments located in Ukraine and China. With over 1.5 million devices already in homes around the world, KIVI has established strong alliances and is a certified partner of industry giants like Google and Netflix.*

For more information, high-res images, or interview inquiries, please contact [press@kivismart.com](mailto:press@kivismart.com) . Stay tuned for more groundbreaking innovations from KIVI