

Griffin and Crayola to Unveil Expanded Lineup of Kid-Friendly Apps and Accessories at CES 2012



New Crayola-branded headphones, coloring apps and customizable iPod touch cases further extend Crayola into kids' digital world

Las Vegas — January 9, 2012 — Griffin Technology, one of the world's foremost creators of innovations for everyday life, and Crayola, whose products have inspired creative expression in children for more than 100 years, are excited to announce a new lineup of kid-friendly apps and mobile accessories at CES 2012.

"With these new products kids can enjoy taking photos, listening to music and using their iOS devices in a totally new and colorful way," said Mark Rowan, President of Griffin Technology. "Making technology fun and accessible for children is both exciting and rewarding; we look forward to a continued collaboration with Crayola in 2012 to bring kid-friendly creative experiences to the digital world."

"Our successful Crayola ColorStudio HD launch last year made it clear that kids want more Crayola experiences on their digital devices," said Warren Schorr, Crayola Vice President, Licensing. "We're excited about the new lineup we've brought to life with Griffin and the many ways kids can bring their originality to life by customizing Crayola accessories and creating with new apps."

Crayola MyPhones lead the 2012 lineup, available in two styles: earbuds and headphones. Both styles have built-in volume-limiting circuitry that keeps the sound pressure down to levels recommended safe for young ears.



Crayola MyPhones Earbuds come in a range of bright colors all bearing Crayola's iconic design. Each set of earbuds comes with its own carrying case shaped like a Crayola crayon, that opens to reveal the earbuds and 3 sizes of soft silicone ear cushions, sized just right to fit kids' ears. Crayola MyPhones Earbuds will be available this spring in purple pizzazz, cotton candy, caribbean green and blue berry for \$14.99.



Kid-friendly and durable, Crayola MyPhones Headphones are designed to fit over the ears, so nothing enters the ear canal. Each set of headphones comes with stickers and Crayola markers so children can customize their headphones and make them unique and personalized. Crayola MyPhones Headphones will be available this spring in two color combinations, pink/purple and blue/green, for \$24.99.

New Crayola-inspired coloring apps keep young artists entertained for hours. *Crayola Lights, Camera, Color! HD* turns photos taken on an iOS device into personalized digital coloring pages starring your young artist. Snap a photo or grab one you've already taken, and *Lights, Camera, Color! HD* drains the color from the picture and morphs into a coloring page. Decorate the personalized coloring page digitally with stickers, simulated strokes of Crayola crayons, colored pencils and markers.



Children can put their face to a coloring page with *Crayola Silly Face Swaps HD*. Each coloring page character has a cut-out where they can place a photo of their face, a friend's face, or even a pet's. Young artists can further personalize their coloring page by coloring it in with digital Crayola coloring tools including crayons, colored pencils and markers.



All artwork from *Crayola Lights, Camera, Color! HD* and *Crayola Silly Face Swaps HD* can be saved to a gallery, e-mailed, uploaded to Facebook, or printed out. *Crayola Lights, Camera, Color! HD* is now available on the [iTunes App Store](#) for \$1.99. A free lite version is [available](#), as well. Look for *Crayola Silly Face Swaps* in the iTunes App Store this Spring.

Crayola Case Creator is a unique combination of protective case and app to give you everything needed to create a one-of-a-kind case for iPhone or iPod touch. Let your imagination soar in the free Case Creator app by decorating a photo with digital stickers, or free-draw in Doodle mode using built-in crayons, paints and pens. Once you're done, print your creation on the included case inserts. They're perfectly sized to slide into the clear plastic shell to protect your artwork and iOS device. Crayola Case Creator app and case with inserts will be available for \$29.99 this Spring.



The line also includes two additional ways to showcase your colorful creations and protect your iPod touch at the same time with new Crayola cases: Color Clickers and Crayon Classics.

Crayola Color Clickers, \$24.99, gives you 28 interchangeable color stripes that snap onto a polycarbonate shell to create new color combinations every day.



The Crayola Crayon Classics cases for iPod touch look just like the familiar, beloved Crayola crayon wrapper, and protect your iPod touch in a variety of colors: -purple pizzazz, cotton candy, caribbean green, and blue berry, priced at just \$24.99.



View Griffin Technology's 2012 line-up, on display at CES 2012 in the [North Hall at Booth 5212](#).

For more information about Griffin Technology, visit www.griffintech.com.

About Griffin Technology

Founded on Paul Griffin's kitchen table in 1992, Griffin Technology Inc., is today one of the world's foremost creators of accessories for home, mobile and personal technology. Unique products such as iTrip®, PowerMate®, iFM®, iMic® and Evolve® Wireless Speaker System have broken new ground in consumer electronics and created loyal fans the world over. Today, Griffin products are conceived, designed and developed in-house, and continue to push the envelope of the industry they helped create. Learn more about Griffin's entire range of ingenious designs at www.griffintech.com. Follow Griffin Technology on <http://www.facebook.com/griffintech> and on Twitter, [@griffintech](https://twitter.com/griffintech).

About Crayola

Crayola has provided children with colors to share all that inspires them since the first box of Crayola crayons were introduced in 1903. Whether it's providing tools to put a purple octopus on the moon, or enabling teachers to bring arts-infused learning into the classroom, Crayola is passionate about helping parents and educators raise creative and inspired children. For more information, visit the Crayola [website](#) and join the Crayola community on [Facebook](#).

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