



The LeapFrog Difference— See The Learning™



Currently available | Ages Birth to 14

There is no cost to put a child on the Leapfrog Learning Path

Finally, parents can stop wondering what and how their children learn. With the all-new LeapFrog Learning Path, moms and dads are empowered with insights into what excites their children's interests and passions, driving them to explore and excel, as well as where they may be struggling and need extra attention. LeapFrog created the Learning Path because learning is not one-size-fits-all.

To get kids on the LeapFrog Learning Path, parents can create each child's individualized profile with the LeapFrog® Connect Application that comes with USB-enabled products such as the Tag™ Reading System or Didj™ Custom Gaming System. Each time children finish playing with a USB-enabled LeapFrog product, parents simply connect it to their PC or Mac to view details about learning games played, skills engaged and progress made. For kids who continue to enjoy LeapFrog legacy products such as the Leapster L-Max™ Learning System, or who have one of our learning toys such as the Learn & Groove™ Shapes & Melodies Piano, parents may easily create Learning Path profiles at leapfrog.com/learningpath to see the skill areas each product is designed to promote. This connection among all LeapFrog products takes kids and parents beyond individual toys to an interactive roadmap for personalized learning. It's like a GPS for educational success.

With the Learning Path, LeapFrog has opened the doors to the curriculum Scope and Sequence of educational skills we build—and have always built—into our products. Based on state guidelines for schools and on child development milestones, our Scope and Sequence is the bedrock for each stone on the LeapFrog Learning Path, detailing the components of areas such as language and literacy, mathematics and science.

At LeapFrog, we know that learning happens in different places, in different ways. Our Learning Path gives parents the tools they need to personalize and guide that learning process, then enjoy watching their children progress at their own pace.

Steps On The LeapFrog Learning Path

- **Create a profile:** Parents can create profiles for up to 10 kids on the Learning Path. They may then view their children's growth at a glance, or click through to see their children's progress within individual LeapFrog games and books.
 - **View play information:** By connecting products to their Mac or PC, parents can gain insight into how often their children play a particular game, what kinds of questions they answered, and how they're progressing. Based on this information, the Learning Path will also suggest activities to help keep children engaged as they progress to the next level.
 - **Review skills engaged and progress made:** Each stone on the Learning Path represents a learning category, such as "reading" or "numbers," and parents have the option to click each stone for more detail. For instance, by clicking on "reading," parents can see that it's built on skills such as "word recognition" and "phonics skills." By clicking on "word recognition," they can further learn that understanding that *(Continued)*
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print reads from left to right underpins this skill. The Learning Path will indicate which particular skills are touched on within each game played, so parents can compile a personalized array of learning experiences.

- **Connect with the kids:** Once parents have connected LeapFrog products to the Learning Path, they can find more ways to connect with their children. Parents can log in online to check progress, as well as request that LeapFrog send periodic emails with detailed information like “Brian can now differentiate between vowels and consonants. Ask him what category different letters belong to; or play ‘How many letter Ls do you see?’ the next time you’re in the grocery store.”
- **Get expert advice:** The Learning Path also provides access to a network of educational experts for shared learning tips and advice.

The LeapFrog Legacy

- The LeapFrog Learning Path is based on our successful LeapTrack® technology, which was introduced by our School division as a way for teachers to individualize instruction and assessment.
- The LeapFrog Scope and Sequence educates on more than 2,000 skills and is and always has been a core component in the development of LeapFrog products.
- Each of these 2,000+ skills maps back to five top-level domains: language and literacy, mathematics, science, social studies and learning for life.

For more information, visit leapfrog.com/learningpath.

