



TicTalk™ Frequently Asked Questions

What is TicTalk?

TicTalk is a real cell phone for kids ages 6 and up that has been custom designed with parents and educators in mind. TicTalk is parent-controlled, enabling parents to maintain control over who calls their kids, who their kids call, and the number of minutes they use. TicTalk is a cool accessory that gives kids the communication freedom they want while providing parents with peace of mind and security by allowing them to stay connected to their kids. Through a secure web account, www.mytictalk.com, parents can control many different aspects of their kids' use of the TicTalk, including how, to whom, when and how much their kids can communicate on the TicTalk. TicTalk also is the only cell phone designed for kids that includes LeapFrog's award-winning learning content that engages kids in math, spelling, social studies and science to make learning fun.

Why do kids need a cell phone?

Today's parents and kids are constantly on the go to or from home, work, school and after-school activities. Kids are also more technologically savvy than ever before, and cell phones top their lists of must-have gadgets. TicTalk satisfies kids' need for communication and parents' comfort level in giving their kids a cell phone that's appropriate for their needs. It also enables parents to stay connected with their children so they can still "keep an eye" on them even when they are out of sight. TicTalk is a smart, rugged device that allows kids to contact their parents as needed, such as when soccer practice ends earlier than usual, or if a parent is delayed and needs their child to know it's okay to go home with a designated friend. The content from educational leader LeapFrog allows them to play fun games and learn at the same time. It also provides parents the opportunity to reward kids with extra minutes for mastering math, spelling, social studies and science objectives.

Why did Enfora make the decision to develop a cell phone for kids?

Enfora has a strong legacy in enabling wireless communications solutions globally for both the enterprise and consumer markets, allowing customers to access, use and send data wirelessly, instantly and dependably. Born into a world where technology is a staple aspect of daily life, kids have become savvy and active consumers. As a result, cell phones have become one of the most defining technologies for today's kids. Developing TicTalk for kids ages 6 and up is a natural extension of Enfora's expertise.

How is TicTalk parent-controlled?

Using their PC and a secure web-based account at www.mytictalk.com, parents can manage and monitor multiple functions including:

- Who can call or be called from the phone
- Messages from parents to their kids
- How and when the phone is used
- When the phone can ring, such as during the bus ride to school and later when school lets out for the day
- Number of minutes used

- Reward minutes: At the parents' discretion, kids can earn additional talk minutes by playing LeapFrog's award-winning educational games that allow kids to sharpen their skills while having fun
- Entertainment options: kids can download photos and tunes, customize ring tones, and play fun downtime games like Ask TicTalk and Match it
- Organizational tools:
 - Calendar
 - To-do list / Reminders

How did the LeapFrog/Enfora relationship form?

In developing the marketing profile for the TicTalk, Enfora conducted focus groups that included parents, educators and kids. Peace of mind, security and educational content were at the top of the parents' list, while kids were interested in fun games and the cool factor. Enfora approached LeapFrog because it is a leading developer of technology-based educational products and their brand is highly recognized and trusted among parents and educators. LeapFrog recognized the opportunity to team with a global wireless solution provider with the expertise necessary to successfully bring a cell phone to a demographic market (kids ages 6 and up) where LeapFrog already holds a prominent position. Enfora's partnership with LeapFrog assures parents of quality, educational content from a trusted source, which helps kids master new skills in math, spelling, social studies and science.

What is TicTalk's product description and features?

- Real cell phone coverage, operating on any GSM/GPRS cellular network nationwide
- Rugged, lightweight design that fits in the palm of a kid's hand
- Ability to call mom or dad anytime
- Ability for parents to keep track of their kids' busy lives and have peace of mind
- Personalized ring tones
- Downloadable photos
- Stopwatch and Countdown Timers
- Fun downtime games, including Ask TicTalk and Match it
- Downloadable future games
- Fun and educational games by LeapFrog
- Built-in speakerphone

What TicTalk accessories are available?

- Multi-colored faceplates
- Hands-free headset
- Battery charger and USB cable
- Custom designed holster case
- Custom designed lanyard
- Customizable ring of lights

What educational content does LeapFrog provide?

LeapFrog provides fun learning games for the TicTalk focused on four core subjects: math, spelling, social studies and science. Each game adapts to the skill level of each child, and provides positive feedback that encourages children to explore and learn at their own pace.

Games include:

- ***Monkey Math***
- ***Math Defender***
- ***Monkey Spelling***
- ***Hangman***
- ***Fact Attack***

How much does TicTalk cost and what is included in that price?

TicTalk will be priced at \$99 with pre-paid phone cards starting at \$25 for 100 minutes (expiring 90 days from purchase). There is no activation fee.

When will TicTalk be available? Where?

The TicTalk cell phone and a line of must-have accessories will be available for the back-to-school season online and at major consumer and electronics retailers nationally.

What cellular networks/carriers does TicTalk work with?

Two models are available that will allow use of the TicTalk on any GSM/GPRS cellular network nationwide.