

Boogie Board Debuts New Jot 4.5 and Scribble n' Play eWriters at CES 2016

Introduction of the first-ever color eWriter and transparent Jot 4.5 are sure to excite kids and adults in the upcoming year



Las Vegas, Nevada – January 5, 2015 – Boogie Board eWriters, the global leader in eWriter display technology, announces today the launch of their latest kid-friendly products, the Jot 4.5 Featuring Clearview™ and Scribble n' Play Featuring Colorburst™. These new eWriters deliver the same pen on paper writing experience the company is known for, but is adding additional functionality that is designed to inspire creativity and offer new ways to make drawing and writing engaging.

Jot 4.5 Featuring Clearview™

The patented translucent LCD screen allows kids to practice writing, drawing or even math without wasting paper or creating a mess. The small form factor is perfect for use in the home, at school or in the car making anywhere a great place for kids to learn and draw. MSRP: \$19.99

Scribble n' Play Featuring Colorburst™

The patented multicolor LCD writing screen brings color to eWriters for the first time. From colors jumping off the screen to integrated stylus tools that create a variety of lines and textures, this eWriter offers a blank slate for imagination to run free. MSRP: \$29.99

CES 2016

Boogie Board will be available for 1:1 product demonstrations at their booth located in the Las Vegas Convention Center in the South Hall, Booth #: 35442 as well as exhibiting at Pepcom. For 1:1 meetings, please contact Savannah McBride at SavannahMcBride@MaxBorgesAgency.com.

Availability

Both products will be available at CES, and will begin shipping to consumers July 2016.

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About Boogie Board

Founded in 2010, Boogie Board is the world leader in creating and manufacturing eWriters that are redefining the way people write, draw, create and save their lists, notes, drawings or doodles. With millions of eWriters sold to-date, the company is committed to providing a technology powered eco-friendly alternative to writing on paper, while delivering the only writing experience on the market that truly mimics the feeling of writing like pen on paper. Writing is not dead, it's being redefined for the modern world.

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