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**WowWee® Takes AI Robotic Play to New Heights with
CHiP™, R.E.V. AIR™ and LUMI™**

WowWee's new line makes its 2016 CES debut at Tech West: Sands Expo, booth #74348, also featured at Showstoppers® at the Wynn hotel, Lafite Ballroom on Wednesday, January 6th at 6pm.

January 4, 2016 (La Jolla, CA) – Beginning Wednesday, January 6th through the 9th at International CES, WowWee, the award-winning makers of MiP™ will introduce CHiP™ a robotic dog with an incredible AI personality. In addition, the excitement goes airborne with R.E.V. AIR™ and LUMI™, two thrilling new products that push the limits of hi-tech, robotic flying fun for thrill-seekers and game players everywhere!

“WowWee's goals for 2016 will continue on its path of providing innovation with proprietary technology in order to deliver exciting experiences to robotics and youth electronics. The company is securely positioned to continue its delivery of groundbreaking product through its own R&D efforts, in addition to working with a vast network of cutting-edge tech partners,” said WowWee Canada President Richard Yanofsky. The company's Chief Tech Officer Davin Sufer added, “Going into 2016 we are thrilled to have employed the latest in Mechatronics and greatly improved AI into challenging and unique play and gameplay. These new tech elements have made their way into the exciting line up that we are announcing here at CES.”

CHiP™

CHiP (Canine Home Intelligent Pet) is the ultimate AI Robotic Dog. Based on new Mechatronics, the latest in a combination of wireless technology, telecommunications engineering and a suite of advanced sensors, CHiP is truly the latest and greatest in robotic pets. CHiP recognizes its master and responds to commands using the included SmartBand, a sleek, rechargeable wearable controller. Also, CHiP plays fetch and fun games with the SmartBall, interacting in all the ways a real dog would...CHiP even plays Soccer with you! After a day of endless fun, CHiP knows it's time to head to its special SmartBed and recharge. With a 360-degree system of play that's physical, digital and tactile, with an intuitive, evolving app, CHiP is a welcome addition to today's connected home and fun for all ages. Please visit www.chipk9.com for all the latest information.
MSRP \$199.99 Q3 2016

R.E.V AIR™

Elevate your game with REV Air, WowWee's new addition to 2015's award-winning Robotic Enhanced Vehicle battle-game platform. Featuring the latest technologies in both Beaconsense™ Artificial Intelligence and Flight Control Systems, the app-based flight experience allows YOU, the player to engage by controlling a flying quadcopter to battle an AI ground vehicle, or, conversely be chased in the real world by an AI quadcopter with the capability to attack, fire virtual missiles and swarm at your maneuverable R.E.V vehicle. An incredibly unique experience where AI flight is made completely autonomous so YOU can focus on the thrilling real-world game play!
SRP \$129.99 Q3/4 2016

LUMI™

LUMI combines exciting drone gaming along with taking some of the fuss out of flying an indoor quadcopter. LUMI can literally fly itself while you play, direct and command it using the app-based gameplay. With any smart device, you can select motions, maneuvers, stunts, or just take control and fly it with ease. Various game modes include challenging the player to follow sequences of flashing lights and music while LUMI flies and dances in the air, reacting to your performance! The ability to choreograph flight moves and record them for sharing with friends on social media is just one of the features which makes LUMI a magical experience for today's youth-tech culture. SRP \$79.99
Q3/4 2016

About WowWee

Founded in 1988, WowWee is a leading designer, developer, marketer and distributor of innovative hi-tech consumer robotic and consumer entertainment products. The introduction of WowWee's Robosapien™ robot in 2004 revolutionized the way people interact with robotic companions. One of the most popular entertainment robots in the world with global sales of more than 6 million units, the Robosapien robot was the first commercially available biomorphic robot – a fusion of technology and personality. MiP™, released in 2014, continues to be one of the world's most popular consumer robots and the winner of more than 10 major Tech and Toy awards, including the Toy Industry Association's TOTY award for Innovative Toy of the Year in 2015. With offices in Montreal, San Diego and Hong Kong, WowWee's focus on the development of breakthrough consumer technologies continues to forge new categories in personal robotics and entertainment with its imaginative, innovative, award-winning gadgets and toys. Please visit www.wowwee.com

The WowWee online Press Kit can be found at <http://ces.vporoom.com/WowWee>

