

Brainy Baby®

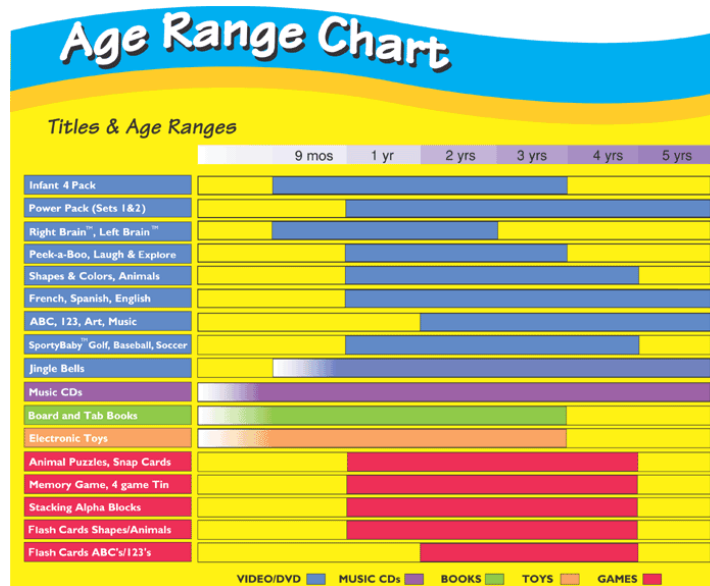
Your child's future is our inspiration®

Welcome to Brainy Baby®! Your child's education is important and we are proud to be involved. We believe education is a gift that parents give their children to help them develop a love of learning, and to help set lifelong behavior patterns.

Experts confirm that between birth and age 3 children absorb new sights, sounds, and information at almost three times the rate of adults! Brainy Baby® understands this "window of opportunity," and we design all of our products to help make a difference in your child's life.

About this Parent Guide

The Brainy Baby® line of products are designed for children and parents to share together. This Parent Guide provides some simple suggestions on how to use Brainy Baby® products.



About the Brainy Baby Library®

Although you may be familiar with Brainy Baby's DVDs, Brainy Baby® also offers your child much more, including music CDs, books, games, toys and more, for children up to 5 years old. Brainy Baby® products are more than just a lot of pretty pictures. They introduce preschool subject matter with the use of real children and fun, familiar objects, rather than cartoons or puppets.

Brainy Baby® is the pioneer and leader in developing videos for very young children that introduce preschool basic concepts. For more than 12 years our expanded product line of DVDs, books, games and toys have presented these concepts by using bright colours, familiar objects, positive music, and friendly, encouraging voices.

We encourage you as a parent to interact with your child while he views or plays with a Brainy Baby® product. Watching the DVDs, reading a tab book, or playing games together will further encourage your child, as well as creating memorable moments for both of you. The DVDs are specially paced for young viewers which make it easy for you to pause the DVD at anytime to point out familiar objects (maybe even those around your home) and repeat words together.

Should Babies Watch TV?

Educators continue to discuss the pros and cons of using electronic media as a learning tool for young children. While as yet there have been no published studies to validate what makes a successful "educational video," we would like to point out a few things you can expect from our award-winning products:

No Commercials!

We believe advertising is for adults, not children. That's why you will never see advertisements or commercials on any of our Brainy Baby® DVDs. And we believe you, the parent, deserve the full value of what we promise - a full 45 minutes of programming, not advertising.

Less is More

Young children have much shorter attention spans than older children, so our videos are purposely designed to be viewed in short, segments instead of traditional "start-to-finish" storylines, which require a child to watch the entire video at one sitting. This allows you to stop and start the program at any time. Your child will be able to enjoy it at his or her own pace, and have fun replaying favorite segments.

Mommy Knows Best

Unlike broadcast TV, Brainy Baby® Videos allow a parent to selectively control the viewing content for their child. You are the best judge of what your child needs. Just as you offer him a variety of nutritional foods, you can expose him to a wide variety of experiences, and remember to use things like videos as one of the tools, not the entire "diet." Immersing children in many different environments and experiences is one of the best gifts you can offer!