



AE Dreams, Inc. | 4620 Henry Street | Pittsburgh, PA 15213 | [www.aedreams.com](http://www.aedreams.com)

## TFNY 2017 Media Kit

Thank you for your interest in AE Dreams! We're so excited to showcase our first product, Turtle Mail, at Toy Fair 2017. We have developed this information packet to help answer questions you may have about our company and products.

### In this press kit you will find:

- A one-page overview of AE Dreams
- Details on our first product, Turtle Mail
- FAQs
- Reference links to articles written about AE Dreams



For a digital copy of this packet, and additional materials, photos, and media, visit the following website:

<http://aedreams.com/media-kit/>

We are eager to build relationships with customers, potential partners, media channels, toy retailers, and investors. Please feel free to reach out to us with any and all inquiries at [media@aedreams.com](mailto:media@aedreams.com).

Sincerely,

Alysia Finger  
Founder & CEO  
email: [alysia@aedreams.com](mailto:alysia@aedreams.com)  
phone: 412-444-8737

**Relevant Hashtags:** #turtlemail | #internetotoys | #iot

# About AE Dreams

AE Dreams was dreamed up in 2014 shortly after the company founders, Alysia and Niko, had their first child. They began noticing that many tech toys on the market were designed to distract and pacify children rather than engage and enrich them. But as technologists and designers, they knew tech toys could and should do more. And, like many parents, they were concerned with the effects of “screentime” on their daughter’s development, so they took these concerns to heart when they refined their ideas. Alysia and Niko founded AE Dreams with the goal to build products that inspire imaginative play and give children memory-building experiences with the people they love.

With AE Dreams’ toys, children can use technology to create their own adventures and connect with the world around them. Unlike other tech toys, our products do not place kids in front of a screen. We want to give children more than the typical, fleeting technology encounter that distracts more than it engages. We combine unique technology with traditional materials to inspire real-world interactions.

## Our first product, Turtle Mail

Turtle Mail is a wooden mailbox for kids. It contains an embedded thermal printer and is WiFi-connected. Family and friends can send the children they love special messages from a mobile or desktop device. Exciting new features are coming to Turtle Mail that will allow parents to sign their children up for developmentally appropriate activities and content, delivered daily from their Turtle Mail.

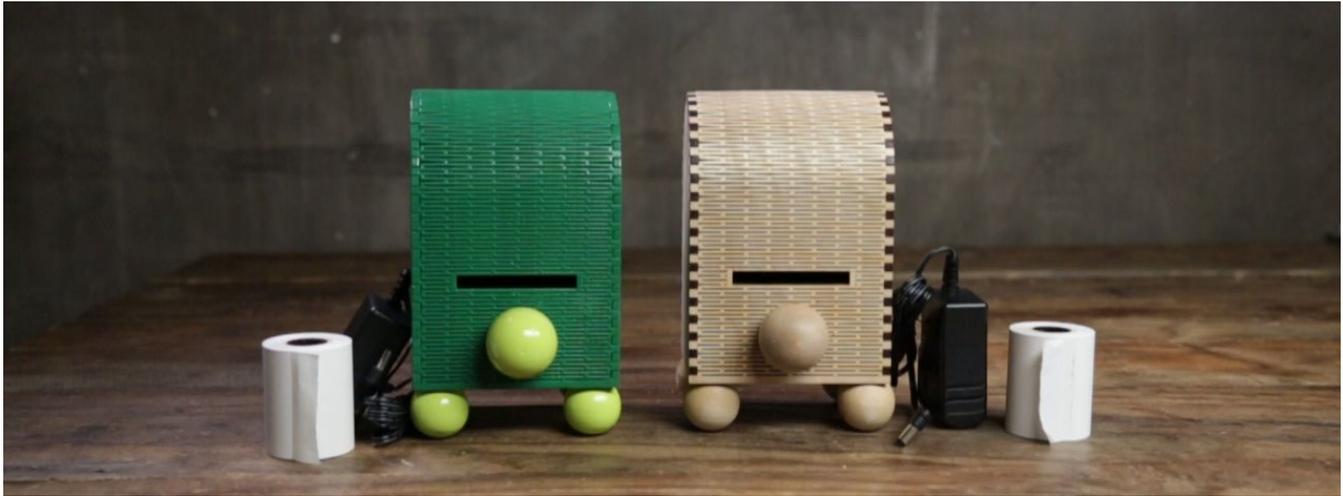
Turtle Mail began shipping in October 2016. Turtle Mail and accessory items are currently available at our website: [aedreams.com/shop/](http://aedreams.com/shop/).

## Building an Internet of Toys

Our team at AE Dreams loves technology, and we are especially excited by the Internet of Things (IoT) movement. IoT has increased the ubiquity of technology and continues to greatly enhance adult life. However, we feel this potential has not been realized for children. We believe technology can enrich children’s lives, encourage social development, and facilitate learning opportunities. So we’ve set out to build an Internet of Toys that specially caters to children’s development.

Turtle Mail is just the beginning! We aim to create a technological environment for children where their toys and games connect and build on each other, all while keeping children’s own creativity as the main driver of playtime. Future AE Dreams products will continue to enable children to connect with their family, friends, and toys in new and exciting ways.

# Turtle Mail



*Turtle Mail lets children connect with the family, friends, and characters they love in new and imaginative ways.*

Turtle Mail is a wooden mailbox for kids. It contains an embedded thermal printer and is WiFi-connected. Family and friends can send the children they love special messages from any mobile or desktop device. We are in the midst of adding exciting new features to the Turtle Mail WebApp, which will allow parents to sign their children up for daily activities and subscribe to content from fictional characters.

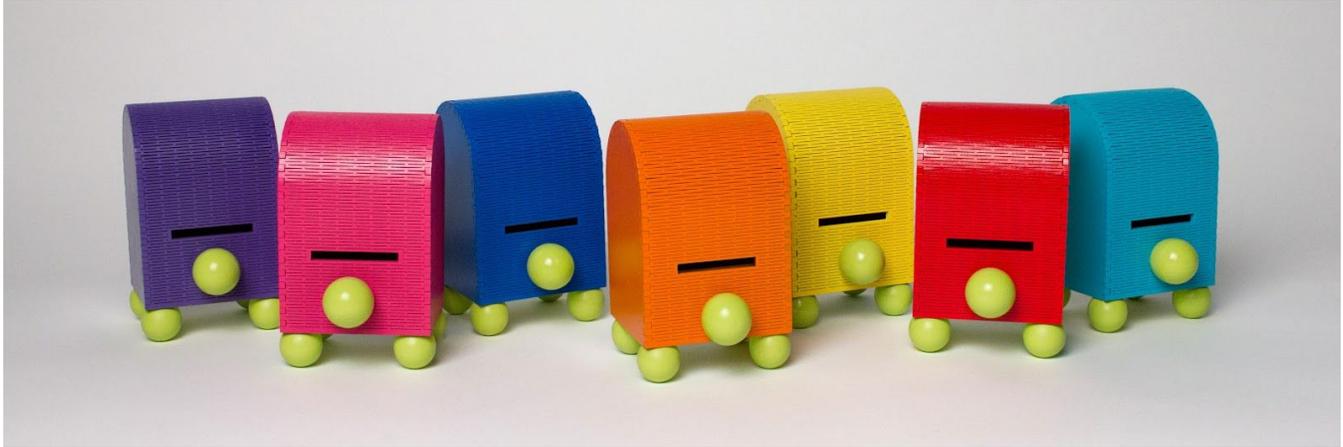
With Turtle Mail, children will get to regularly experience the anticipation and delight of receiving something new from their loved ones or favorite characters. They'll also get something to hold on to, stick in their pocket, decorate their rooms with, make into a scrapbook, and share with family and friends. Kids will be able to use technology to play and connect with the people who love them.

## Quick Facts

- Turtle Mail is built for children ages 3 and up.
- Parents are able to set up their device, sign up for content, and send mail through our online WebApp.
- Parents can invite family and friends to create accounts and send mail.
- Any internet enabled device, such as computers, tablets, and smartphones, can be used to send mail through Turtle Mail.
- The WebApp is compatible with Safari, Firefox, Chrome, and Internet Explorer 9 and up.

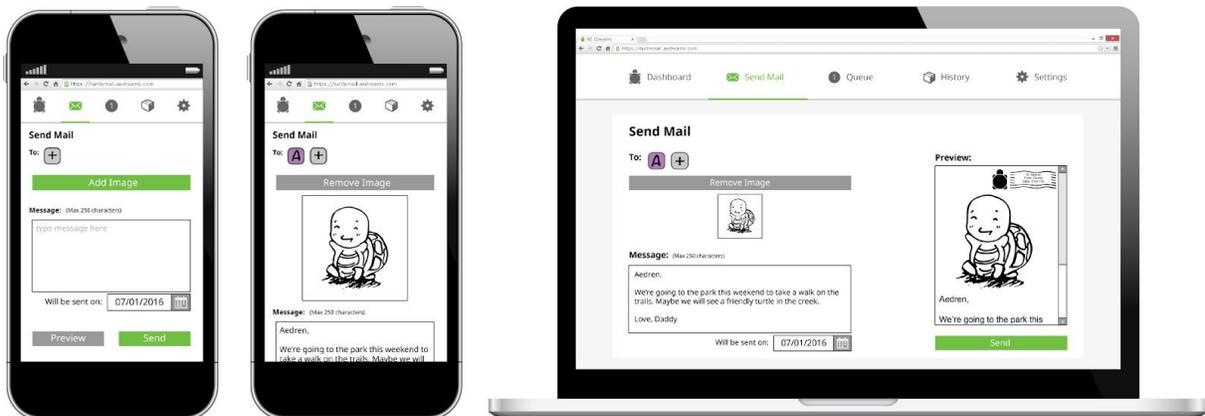
## How to purchase

Turtle Mail is available for \$149.99 at our website: [aedreams.com/shop/](http://aedreams.com/shop/).



## Options and Accessories

- Bisphenol-free thermal paper refills
- Specialty thermal paper refills (Restickable varieties currently on backorder)
- Colored Turtle Mail shells
- Personalized name badges
- Personalized rubber stamps



## WebApp Experience

All of the information Turtle Mail receives is directly obtained from parents through the WebApp. Parents are in complete control of who is allowed to send content to their children. Content can include mail and images from family and friends, Turtle Mail activities, and pre-generated messages from toys and characters. The WebApp provides a preview of pending messages and the ability to edit the content we provide or delete mail from the queue. We archive digital messages, so families can look back and reprint their mail at any point.

# FAQs

## **Do you consider Turtle Mail a "toy"?**

We do! We designed Turtle Mail to fit in with children's other toys, and the children involved in our product testing began to attach personalities to their Turtle Mails – some even referred to theirs as a "Turtle Femail." Because every child is different, and we want them to exercise their own imaginations, we've left Turtle Mail's features simple so that they can view it however suits them best. We offer special designs for Turtle Mail's shells and we highly encourage kids to decorate theirs with stickers and markers.

## **Can you provide some insight from a child's perspective? (e.g., what are they experiencing that makes it fun/interesting? Or, what is Turtle Mail tapping into?)**

The experiences we have seen while testing Turtle Mail across various age ranges differ slightly, but we consistently observe a fascination with receiving messages from parents. Children love being reminded of their parents' affection for them and they really enjoy having tangible proof of that.

Kids are also excited when they receive mail from their toys. Even the older kids are willing to suspend their disbelief to indulge their imagination.

## **Turtle Mail uses paper. Why not go digital? Does the paper make it a novelty for kids who are used to iPhones and iPads?**

We're all about hands-on play! And we're seeing so often with technology that the experience is fleeting, leaving little that's tangible to remind them of their special experiences. Many digital games do the work of telling a story or solving a problem for kids. We feel kids should have as much control of their play as possible, so that they're using their own imaginations fully and frequently. Paper activities are great for that because it leaves the process up to the kids and their parents to make of it what they want.

And the messages kids receive give them something to hold on to, put in their pocket, decorate their rooms with, collect in a scrapbook, and share with family and friends. That's very difficult for kids to do with text messages, emails, and voicemails. And because they're growing up in such a digital world, they may not realize the significance of their communications and memories until they're much older. Turtle Mail allows families to share a somewhat hybrid experience between the convenience of digital communications and the meaning of paper letters and printed pictures.

## **Why do you think parents would like to purchase a toy like this for their kids?**

Turtle Mail gives kids something they can look forward to each day. It helps them slow down a bit because it's not a toy for instant gratification. It's not something that wears out its use in a day since it delivers simple and new content that doesn't overwhelm kids in one sitting. Every activity is personalized for the child receiving it, from placing the child's name within the activity to custom tailoring the themes of the messages to fit the child's interests. For instance, if a child likes puzzles they will receive more puzzles, and if they like pirates their puzzles will often appear with pirate themes. Finally, Turtle Mail isn't a toy that encourages a child to play with it and only it; our goal is for Turtle Mail to send children out to play with tons of toys and games and to inspire them to play, build, and create in new ways.

**More questions? Email us at [media@aedreams.com](mailto:media@aedreams.com).**

# AE Dreams in the News

"Thanks to a new toy, Turtle Mail, digital-savvy youngsters can take a break from the iPad and TV to learn the exhilaration of getting a letter in the mail."



"Turtle Mail uses technology to give kids technological relief."



"Perhaps the coolest thing that Turtle Mail does is give voice to toys. Parents can create profiles and send messages from their kids' favorite stuffed animals or other characters."



"One of the Toy Fair's most graceful integrations of the digital and physical realms is Turtle Mail, a tiny wooden mailbox that you put on a child's shelf or bedside table."



"Turtle Mail is a tech toy like nothing you've ever seen before!"



"If you're looking to get your kids off of the computer but have them interact with something a little more complicated than a teddy bear, AE Dreams just might've made your ideal toy."



"[Turtle Mail] is supposed to be for kids, but I want one of these for myself! It's a wooden box with a printer that, every day, prints something cool for kids."



allwomenstalk

"One of my favorite new discoveries at Toy Fair 2017 was Turtle Mail, a cool WIFI-connected gadget that actually lets you send messages to your kids without them needing a screen."



Entrepreneur



Fatherly

