

A simple *concept* ...

Together, **Tonies** and the **Toniebox** have defined a new era for audio systems for children. Each audio character, known as a **Tonie**, contains an NFC-Chip, which tells the **Toniebox** what content to play. Over Wi-Fi, the **Toniebox** downloads this content and saves it on the internal flash drive.

Put the **Tonie** on top of the **Toniebox** and your favorite story starts, or your favorite song. Take it off, and the audio content stops playing.



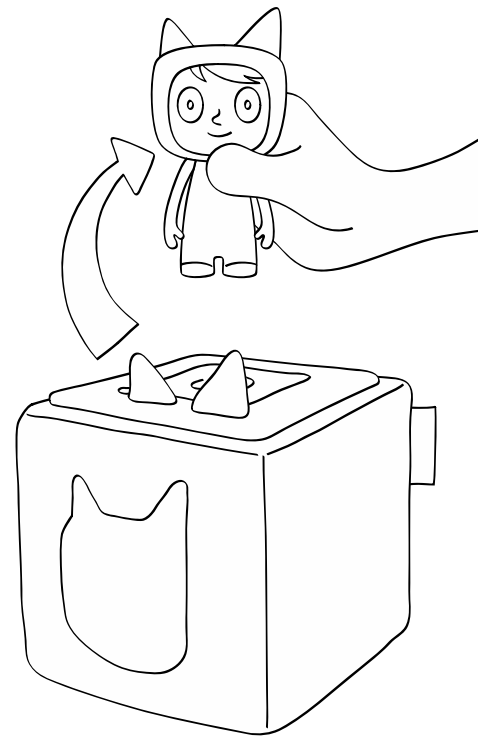
... so easy to *use* ...



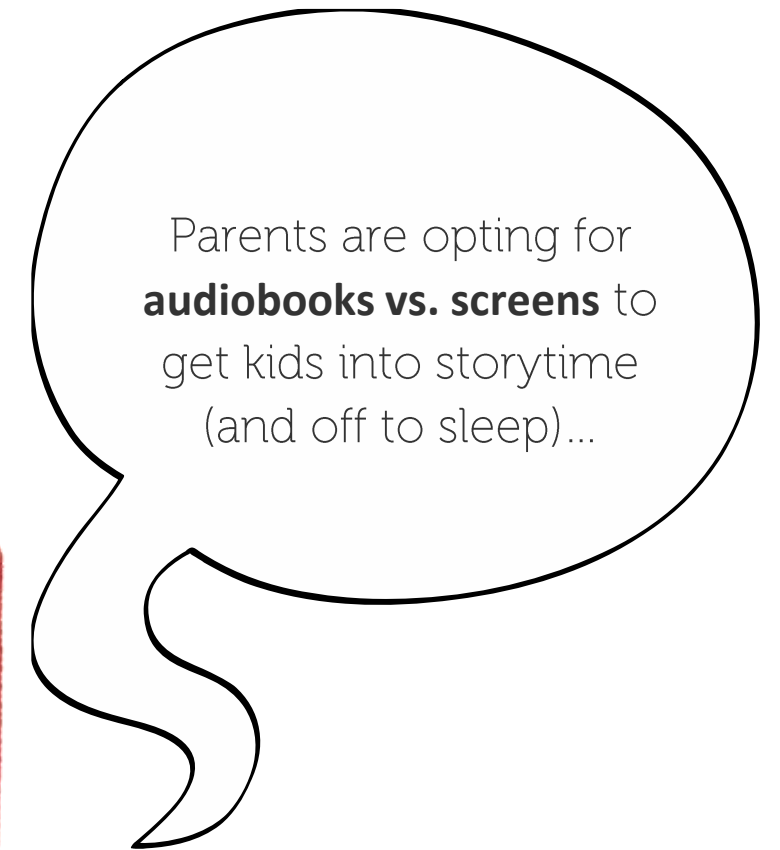
From **complicated screen** time overload...



...to kids-proof **audio playtime**. Simply pop the Tonie on top and the audio begins.



[Watch the Idea Film ->](#)



Parents are opting for **audiobooks vs. screens** to get kids into storytime (and off to sleep)...



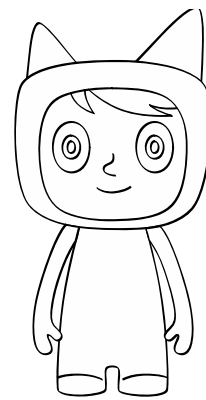
... with the stories you *love*



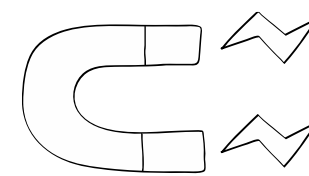
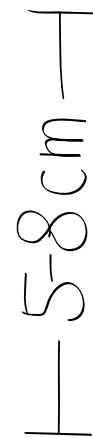
Our Tonies are very **diverse** and our current **international portfolio** has grown to over **600 different characters**, with many more in the pipeline.

The content ranges from only **music**, to **audio plays**, **audiobooks**, **audiobooks + music**, and **educative content** in English, German, and French.

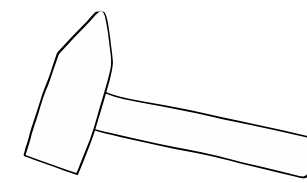
We also offer a range of **Creative-Tonies** which allow users to upload content of all languages directly from our audio library, and record their own content.



5-8 cm tall

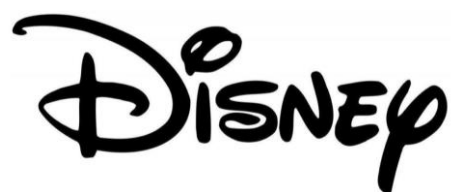


magnetic



robust

We are working with the most respected *content partners* globally...



NBCUniversal



Penguin
Random
House

VIACOM



HarperCollinsPublishers



CARLSEN



The audio *content portfolio* is comprised of various key categories



Entertainment

From Disney to Peppa Pig and Paw Patrol: kid's favorite heroes, well known from movie blockbusters and TV series.



Music & Movement

The most popular traditional children's songs and cooperation's with famous artists.



Education

Entertaining knowledge for curious discoverer in many categories (animals, dinosaurs...).



Tales & Classics

World famous characters brought to life with re-told stories for the very young.



Relaxation

Compilation of nap time sounds to help children relax and rejuvenate.



Digital Stars

New 'hype' franchises and iconic contemporary characters.



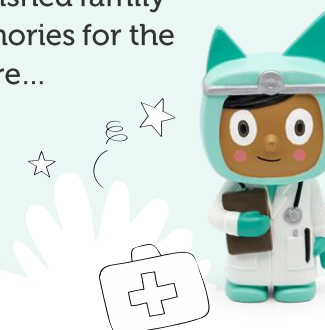
Iconic Books

Local bestsellers and international classics, loved by the whole family.



Creative-Tonies

Creative-Tonies can record up to 90 minutes of custom content. Record your own stories, sing your favorite songs or preserve cherished family memories for the future...



Our international standard start portfolio builds on three pillars



BLOCKBUSTERS

A large white rounded rectangle with a black outline, containing six blue rounded squares arranged in a 3x2 grid. Each square has a brand name and a character illustration. Three white stars are scattered around the top right corner of the rectangle.

- Disney: A yellow lion standing on a rock.
- NBCU: A yellow Minion character.
- Viacom: A blue dog character in a uniform.
- Hasbro: A pink pig character (Peppa Pig).
- Studio 100: A yellow bee character.
- Magic Light: A colorful, multi-colored elephant.

CREATIVE-TONIES

A white rounded rectangle with a black outline, containing two blue rounded squares. A microphone icon is positioned to the right of the rectangle, with a line extending to the top right corner. The word "classics" is written in a light blue font near the microphone.

- mytonies: A pink fairy character with wings and a wand.
- local content: A black cat character in a suit, holding a drumstick.

OWN PRODUCTIONS

A white rounded rectangle with a black outline, containing four blue rounded squares in a horizontal row. A musical note icon is positioned to the left of the rectangle.

- Songs: A brown dog character with a red ball.
- Tales: A red-capped character (Little Red Riding Hood) with a basket.
- Classics: A green elf character.
- Sleepy Friends: A white, fluffy sheep character.

Confidentiality

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