

Courtabœuf, September 13th 2016

## **iParty®, a new generation of connected & portable karaoke machines to sing, dance and party all night long!**

Lexibook hits the trend and launches iParty®, a very new high-tech and connected range created for all music, dance and party lovers. The karaoke phenomenon is appealing and proved a smash success on TV, the internet and our smartphones with sing and dance apps among the most downloaded apps! With the return of singing TV shows this September, iParty® karaokes are just on time to join your intense music moments!

With iParty®, the Group Lexibook expands its brand portfolio that already features a very promising new brand. The newly acquired brand has a strong graphic identity mainly thanks to a neat packaging charter and trendy iconographic logo:



With iParty® and its karaoke systems, be the star! Plug your mic in the karaoke, pair your smartphone via Bluetooth® and the stage is yours! You can sing and dance on your favorite tracks with friends or family. Specially designed to be carried around, you can sing, dance and party or simply listen to music everywhere, anytime!

### **Karaoke Micro Star®**



This compact and light model won't let you down! Its powerful speaker produces great sound quality and blinks to the rhythm of music, guaranteed cool atmosphere right through the night!

- 36 Watts
- Bluetooth®, 2 USB ports, AUX-IN
- 2 mic jacks or music instrument jacks
- 1 mic included
- Rechargeable battery
- Luminous speaker

Reference: K8100

RRP: 149€

Available end of October 2016

## Karaoke Micro Star® SYSTEM

This karaoke system -even more complete- is a must-have for all your parties! It performs a masterful sound quality and yet, remains very easy to carry around thanks to its integrated trolley. Besides, you get 7 luminous modes for memorable parties and events!



- 196 Watts
- Bluetooth®, 2 USB ports, AUX-IN
- 3 mic jacks or music instrument jack
- 1 mic included
- Rechargeable battery
- Disco lights speaker: 7 colours

Reference: K8200

RRP: 249€

Available end of October 2016

These two products will be completed by other new items to discover very soon in the party store shelves!

### About Lexibook® [www.lexibook.com](http://www.lexibook.com)

Owner of more than 100 registered trademarks, for example: Karaoké Micro Star®, Spy Move®, Move Cam®, Cyber Arcade®, Meteoclock®, Serenity®, Tablet Phone®, KidsTab®, etc., Lexibook® is the European leader in licensed leisure electronic products for children. This success is explained by a strategy that includes strong, international licenses as well as high value added products with integrated electronics (audio and video, etc.). This strategy, supplemented by a policy of continuous innovation drives growth of the group internationally and broadens the range of products under the group's brands.

Lexibook® is quoted on Euronext (Alternext: 3359). With over 25 million products on the market, the company now sells a product every 10 seconds around the world!