



baby
einstein.

Parents Share Their Stories Of Baby Einstein Interactivity

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Baby Einstein videos appeal to curious little ones while helping their development:

"What a brilliant idea...the Baby Einstein Company!!! Your product is fun and appealing to our curious little ones while helping in their development. Our family truly enjoys your videos. We first introduced Baby Einstein to our daughter when she was only 6 months old...she was totally mesmerized by the images. She is now 10 months old and we have since added to her collection. It doesn't matter which video we put in, our daughter loves each one. Even as young as she is, she will sit and watch the whole video without blinking an eye. She is involved in the video and nothing can distract her while she bounces up and down with excitement, claps, hums, laughs and even sometimes she just sits still watching very closely. The videos are great...the images, the music, and the bonus material...fantastic job!!! What a great way to have fun and interact with our daughter while teaching her at the same time. I was very excited to read that you will be launching a product line for ages 3-6.... Little Einstein...we certainly look forward to this and will continue to introduce this line of product to our daughter as she grows. We wish you continued success and look forward to adding even more videos and product to our collection. Great Job!!!"

"Dylan loves his Baby Goat video, and he asks for it all the time."

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BabyEinstein.com now has a library of video and audio demos for you to sample.

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Elly's first love is Pavlov:

*"My daughter, Elly, made her first friend thanks to your wonderful company--I think that she is in love with Pavlov the dog!! She's also quite a fan of Vincent, but Pav was her first love! I love to hide around the corner and watch her react to the changing scenes on the television screen--I can always tell when her favorite part is next--she starts bouncing like mad!! Also, **thanks to you, I get to take a shower every day, knowing that she is in good company.** Thank you so much!! We will continue to watch your videos and DVD's together as she gets older and begins to vocalize...I just know her first word will be Pavlov!!!"*

Baby Shakespeare encourages Jennifer's son to start talking:

"My son was a very late talker. We were trying everything. My husband brought home Baby Shakespeare one day and (thank goodness), he just started talking from that moment on. Now every time a new video comes out we are there. This 2 1/2

The **WALT DISNEY** Company

little guy went from 4 words 6 months ago to saying & knowing all shapes, animals, and colors, and so on due to these videos. He loves them and we do too. THANK YOU JULIE!!!"

Baby Einstein music and visuals reach both young and old:

"My 2 year old is 'gifted' like her father (he had a 12th grade reading level and did long division math in the first grade.) Our daughter is following the same path, and I have been struggling with my inability to provide the outlet and stimulation she needs, in a way that isn't pressuring to her. I've bought workbooks and special toys, but felt guilty for not interacting with her enough and felt I was pushing her away to fulfill herself because the methods available to me as a parent were lacking. At last I was told to get Baby Einstein DVD's and the reaction has been exactly what we've needed. Our daughter cannot get enough, and the interactive flashcards in other languages is an activity for us to do together, that I can actually enjoy. I cannot wait to get the Baby Einstein books, toys and CD's. The music and visuals reach both old and young, so we finally have something for us to share and do together. Thank you for all you've accomplished; this has literally been the answer to our prayers."

Baby Van Gogh helps Jennifer's son learn his colors:

"My 20 mos. old son has adored Baby Mozart, Baby Bach, Baby Newton, and Baby Van Gogh for 5 months now. He lovingly refers to them as his 'show'. He watches a 'show' anywhere from 5 to 10 times a day. He loves to nap to these 'shows'. Often he will play during his 'show', but sometimes he plops himself down with his blanket and binky and watches. We are adding a 'show' at a time, as not to buy them all at once. He is talking in sentences and has been for 2 months now. He also is learning his colors, thanks to Baby Van Gogh! We could not think of better 'shows' to fill his little mind with at this age. Thanks to you all at the Baby Einstein Company!"

Laura laughs out loud at the hilarious puppets:

*"We started playing Baby Mozart and Baby Bach videos when our daughter was 5 weeks old. Since then, she has been your biggest fan!! As soon as that Disney logo and jingle starts and the Baby Einstein caterpillar appears, she is hooked. **It has given opportunities to tidy around the house - or just a breather-** while Laura laughs out loud at those hilarious puppets!! We even have the discovery cards and 'Mimi's Toes'.... 'Mimi's Toes' goes wherever Laura goes. Thank you so much for these fabulous products!! I have recommended them to everyone I know with babies or small children!"*

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Baby Einstein Great for Calming Babies

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Jacqueline uses Baby Einstein videos to help calm Nathan for bedtime:

"Baby Einstein has to be the best creation ever. My 18-month-old son, Nathan, loves these videos. It calms him down for bed. When he gets grumpy I just pop it in and he claps his hands and laughs. He even points out things in the videos. His favorite one is the animal and Baby Van Gogh. Thank you so much for making something that my baby is interested in because I cannot get him to sit down and watch anything else except Baby Einstein."

"Simply put, these videos are miracle devices for calming a cranky, fussy baby."

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go!

Ardith uses Baby Mozart to help calm her colicky son:

"My son Matthew was very colicky between 6 weeks and 3 months of age. A dear friend recommended the Baby Mozart video to help him relax and be calm. At two months old I bought it and it was a miracle video. Not only was he calmer, he would actually go to sleep.... He is now 18 1/2 months old and has all of the videos including Baby Santa, which is one of his favorites. He enjoys the music, color and puppets in the videos. He dances, claps and laughs out loud at the puppets doing their funny scenes. He's been increasing his vocabulary lately and it's all animal names and sounds... Thank you for your wonderful videos. I recommend them to everyone I know who has young children... Keep up the good work."

Baby Van Gogh helped Alicia's daughter who suffered with GERD:

"My daughter suffered from GERD since 2 months of age. Cried and cried and cried. Her first love was Baby Van Gogh. Every time I played it she smiled and watched at full attention. Even though it is for an older age group, it caught her attention over and over again. It was sincerely a lifesaver. Now we own almost all of the collection and she loves them all. She has such an attachment to the puppets and the kids. I really appreciate what you have done for today's children. The videos are truly an amazing experience, even for adults. Thank you!!"

The  Disney Company

Lisa and her husband use Baby Einstein videos to interact with Katie:

"My husband and I are amazed at the way the Baby Einstein tapes engage and absorb our baby. Practically from birth through her current age of two, these tapes

seem to calm and fascinate our baby. The colors, shapes, letters, and songs have reinforced our own interaction with her and we are convinced that she is learning much more easily because of the fun way information is presented. Katie often asks us to put on 'my movies' and she makes sure that you don't get between her and the screen while it's on. We sing the songs and count and identify the colors and animals together."

Michelle feels Baby Einstein videos are the best investment:

"My son is so into your videos that we have decided that they are the best investment that we have brought home. He could be completely upset about something and the sound of Baby Mozart or any of the others will immediately make him stop crying. He has a variety of facial expressions while watching the different parts of the movie and is also able to identify the music of the video in general, even if I'm just playing a musical CD. They have been almost like a babysitter to me, while I shower or wash the dishes, I can just pop in a video and he is completely glued to the television for the whole duration of the show. I think Baby Einstein has revolutionized the idea of a parent letting his or her child watch television. It's incredible, amazing, and simply one of the greatest ideas to hit the market. Congrats!!!! I buy them for every baby shower I attend, and in the card write, 'you'll soon see why I bought you this!'"

Baby Mozart makes bedtime for these twins a pleasant experience:

"Getting my 6-month-old twins ready for bed at night was turning into a difficult experience. With both babies tired and cranky, neither one wanted to wait for a turn in the bath. My husband and I were becoming frantic, until the night we put the Baby Mozart video in. They calmed down immediately, and now my daughter will watch happily while her brother is bathed, and then my son takes his turn. We use the accompanying CD in their nursery to further calm them to sleep. Thank you!!! so much for your wonderful products! It has made evenings in our household much happier!"

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