



PRESS RELEASE

## Toys That Grow As They Go: Lenabo Turns Smart Toys Into Interactive Audio Companions

**The plush characters use a smart speaker to deliver age-appropriate audio content tailored to different stages of child development.**



*The Lenabo Smart Toy Ecosystem: Parents insert the Lenabo Smart Speaker into the "Lenabies" – Lenabo's plush characters – and control it via the app. The result is a personalized play experience that grows alongside the children.*

**Bonn, September 2025** – Lenabo GmbH introduces its revolutionary Smart Toy Ecosystem. The Lenabo Smart Speaker recognizes plush characters and activates content matched to their themes. The unique feature: over time, the audio content evolves with children's developmental stages – from lullabies for babies to bedtime stories for toddlers and engaging audiobooks or learning modules for school-age kids. For instance, the seashell character begins with soothing ocean sounds and calming melodies for infants. Parents can flexibly expand the content via the Lenabo app, creating ever-new play and learning experiences.

### Innovation in the Playroom: The Lenabo Ecosystem Expands

The Lenabie plush characters are just the beginning of a versatile Smart Toy Ecosystem. Lenabo is already developing additional toy categories that seamlessly interact with the Lenabo Smart Speaker. An example includes adaptive learning puzzles that teach children knowledge through play. These puzzles cover topics like farm life, starting with simple sounds like "The cow moos" and progressing to more complex information about cows' habitats and their role in milk production. The Smart Speaker makes the learning experience dynamic and engaging, bringing puzzle pieces to life with sounds like a cow's moo or the rustling of straw.

This flexible approach also creates opportunities for collaborations with other toy manufacturers. A pirate ship, for instance, could feature authentic sounds and thrilling adventure stories. By connecting physical toys with personalized audio content, Lenabo crafts an emotional play experience that continuously adapts to children's needs.



Lenabo not only fosters creativity but also redefines the purpose of toys, offering a new dimension of play.

“Our goal is to provide children with toys that not only bring joy but also support and inspire their development,” explains Stefan Nanzig, CEO of Lenabo GmbH. “With our Smart Toy Ecosystem, we are setting new standards for sustainability in the toy market. By creating durable and adaptable products, we extend the lifecycle of traditional toys many times over. At the same time, we use materials that are fully recyclable and actively promote the circular economy. This way, we combine innovative play experiences with responsible resource management,” Nanzig adds.

### **About Lenabo**

Founded in 2022 and headquartered in Bornheim near Bonn, Lenabo is committed to revolutionizing the toy industry by developing sustainable and adaptive Smart Toys. The Lenabo Smart Toy Ecosystem combines cutting-edge technology with sustainability to bring lasting joy to children. Lenabo continually enhances its products with a dedicated team and innovative partners. Interested individuals can join the waitlist on the website to be the first to know when the Smart Toys become available.

Please let us know if you need any additional information or materials. We appreciate your interest in Lenabo! For further information or image material, please contact:

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