FRONT (4x5in)

17010

baby einstein

The Einstein Way™ Hape Learning Lens™ Play Tips

6–36m

30+
Phrases, melodies, & sounds

Play Tips from the einstein way

TEACHES

Colors | Cause & Effect | Pretend Play

BACK (4x5in)

Play Tips from the einstein way

Imagine the Possibilities
Put pretend play in the frame! Model how to hold the camera to "take a picture." Twist the lens, teach your child to pose, and press the shutter button. Then it's their turn to take a shot!

Chase the Rainbow
Embark on a color scavenger hunt! Have your child turn the lens and press the button to "photograph" objects in each color. As the lens glows in each hue, talk about what you see!

Build Connections
Close–up on cause–and–effect! Encourage your child to press the shutter button to make the Baby Einstein characters "photo" pop up. Describe how their actions make great things happen!

Put Language in Focus
Have an at–home photoshoot to learn colors in 4 languages! Ask your child to "focus" the lens on each hue and "photograph" colorful items you find. Repeat the color names together!

Scan to watch these play tips in action!

Attach 4x5 PlayTip card to package using a ziptie through peg hole. Card should hang behind box

kids2™

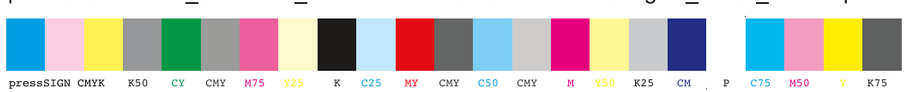
File Name: 17010_PTC042225
Brand: baby einstein
Category: Category
Product Name: Product Name
Package Designer: Enter Name
Product Manager: Enter Name
Engineer: Enter Name
Languages: Languages on Package 1
Dimensions: see die line

Packaging Prints
CMYK

Cyan
Magenta
Yellow
Black

pressSIGN CMYK_Colourbar_ISO 12647-2 Coated White Backing v6_labels_below i1Pro Contrast Bars.eps

pressSIGN CMYK_Colourbar_ISO 12647-2 Coated White Backing v6_labels_below.eps



There are two color bars on this proof and in the art file. One to be used with X-rite I1 Pro Spectrophotometer. The other can be used with most other spectrophotometers.
Printers must repeat one of the two color bars all the way across the width (gripper edge) of the press sheets on sample runs and production runs. Failure to comply will result in the remaking of film and/or plates at your cost.

数码稿以及设计文件包含了两种色带。一种适用于X-rite（爱色丽）I1 Pro 分光光度计，另一种适用于其它大部分的分光光度计。在打样或者批量生产时，印刷厂必须选择其中一种色带并重复添加直到覆盖整张纸的宽度（叼口边）。
没有按照上述要求而导致重新出菲林、出版的费用将由印刷厂承担。