Press Kit

2013

ingo devices





INGO DEVICES SL is a **multinational** company specializing in the production, distribution and marketing of electronic devices with child license and own brand

Licensed Tablets and accesories

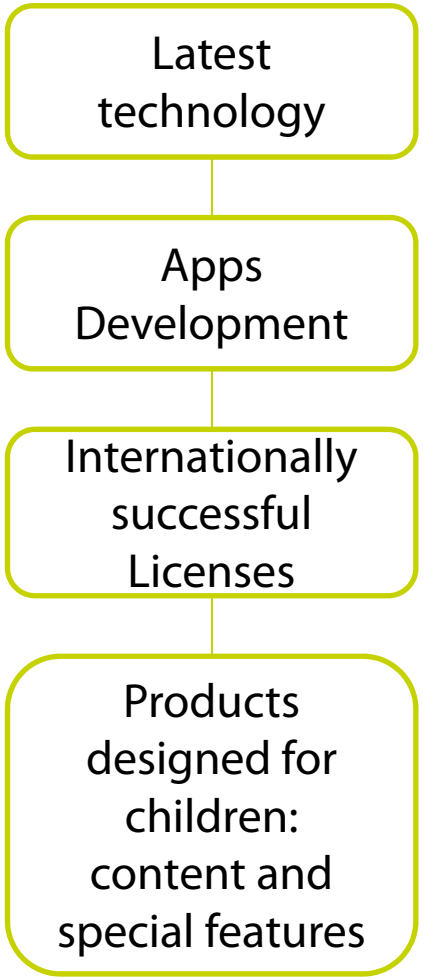
Ingo Tablets

INGO DEVICES is a **pioneer** in the market for its business model and product proposal



It is the only company that has taken advantage of the niche business between two sectors aiming to create the best electronic devices for children on an international scale.

The formula for success → A unique product in the market



INGO DEVICES success lies in the ability of the company to convert the latest technology, i.e. Tablets, in a product tailored to the children's market.

The R + D + i develops new product concepts, electronic toys with a tablet as a console and applications related to them for the generation of digital natives

The formula for success → Internationalization

INGO Sales

20% - UK

80 % - International

INGO DEVICES expanded internationally early in 2009, which led to the company's continued growth and success.



Milestones



2007

INGO was born, founded by Oriol Canet and INADE SL

2008

In its first year of life achieved € 16m

Capital increase of € 3m, led to Jordi and Jaume Canet joining the business.

Opening of office in China

Hello Kitty for Europe

2009

Internationalization

2010

Opening of Office in the United Kingdom and Hong Kong

Monster High for Europe

2011

Opening of Office in France

Hello Kitty for China

2012

The Ingo Tablet, with it's own design, became the most sold in the children's sector: 100,000 units

Capital increase of 1.5 m €

Headquarters
35 Britannia Row. N1 8QH Islington-London.

International Offices
Barcelona (Spain)
Paris (France)
Shenzen (China)
Hong Kong

Turnover 2012
16 million Euros

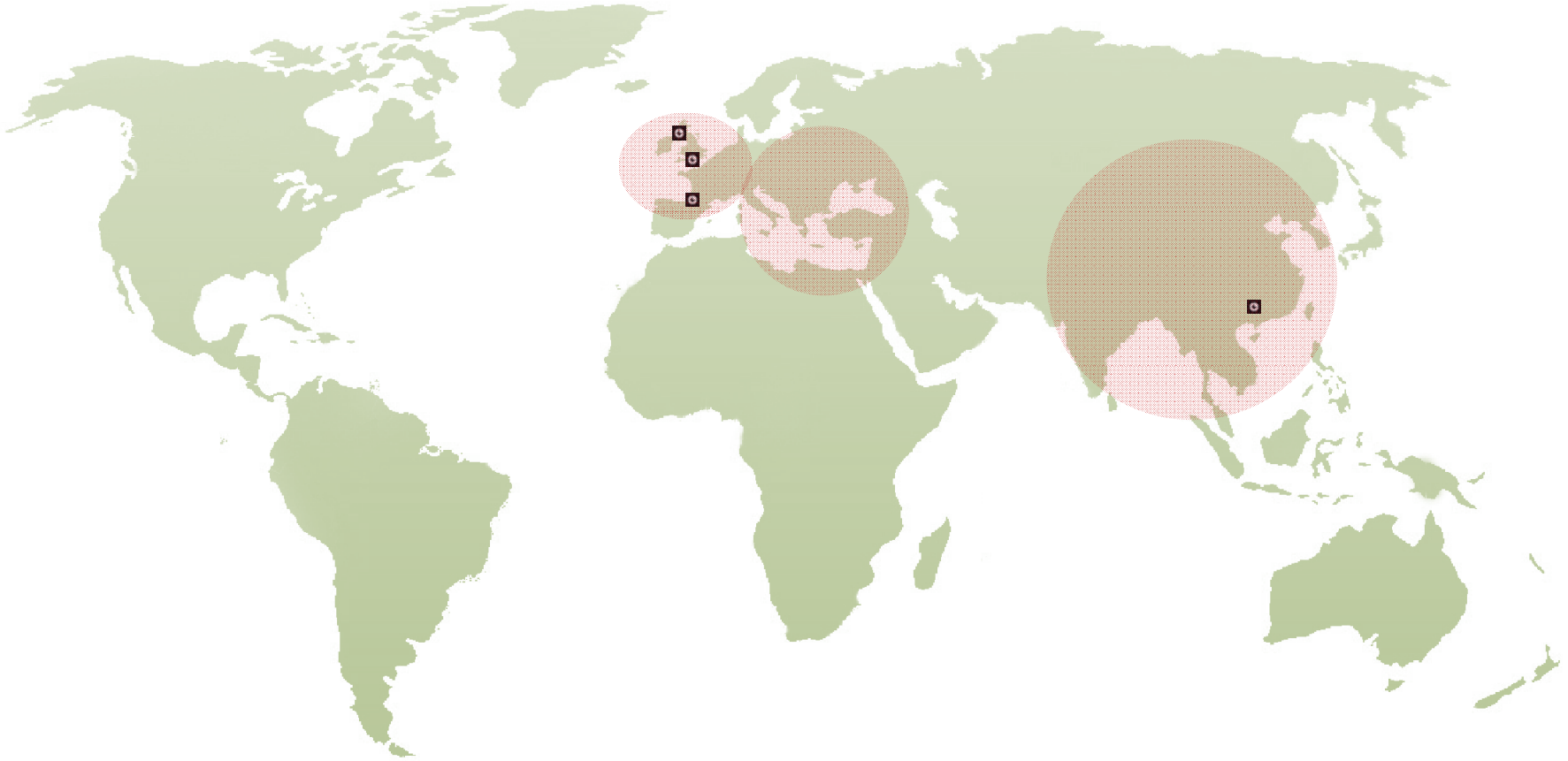


Estimated turnover 2013: 25/30 million €
500,000 units sold per year

Main Markets
Spain, France, U.K., Germany, Italy and other European countries

INGO products are available in all toy stores and supermarkets in these countries

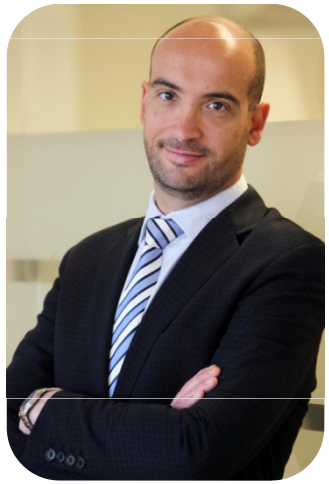
Business Area in EUROPE, ASIA AND MIDDLE EAST



Ingo Devices Headquarters

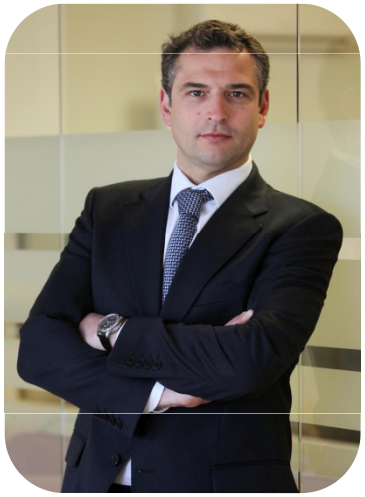
Presence in more than 50 countries

The management team of INGO DEVICES



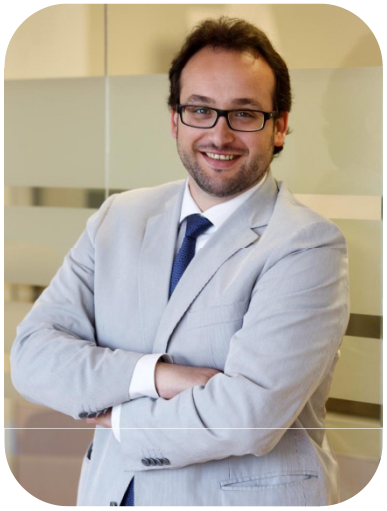
Oriol CANET AYALA (1973)
Founder and CEO

With a background in business management at IESE, at 34 years of age founded Ingo Devices after years of experience in the distribution sector and consumer electronics. A market in which, his first company was established in, where he took the role of a sales leader in Spain with a turnover €40million.His strategic and pioneer vision of consumer electronics for children has been key in the new plan of expansion and internationalization of Ingo Devices.



Jaume CANET AYALA (1972)
Partner and CFO

Jaume entered Ingo Devices in 2008 after years of experience in the industry as an engineer and operations manager. Jaume, formed in ETSEIT and ESADE, has worked in companies like Volpak and Telstar, among others. Currently acts as CFO for Ingo Devices.



Jordi CANET AYALA (1979)
Partner y CCO
With extensive experience in the commercial field, Jordi entered Ingo Devices as an equity partner in 2008. His experience in commercial consumer electronics and in the field of distribution elected, positions Jordi as a connoisseur of the industry trade dynamics. Currently acts as Chief Commercial Officer, coordinating operations and sales offices around the world.



Ingo Tablets





INGO PREMIUM 7" Tablet PC

- 7 inch touch screen capacitive
- 4 GB / Micro SD Card (up to 32GB)
- Wi-Fi
- 2 cameras, photo and video (front and rear)
- Parental Control in the web browser
- 2 USB ports
- 1.2 GHz CPU

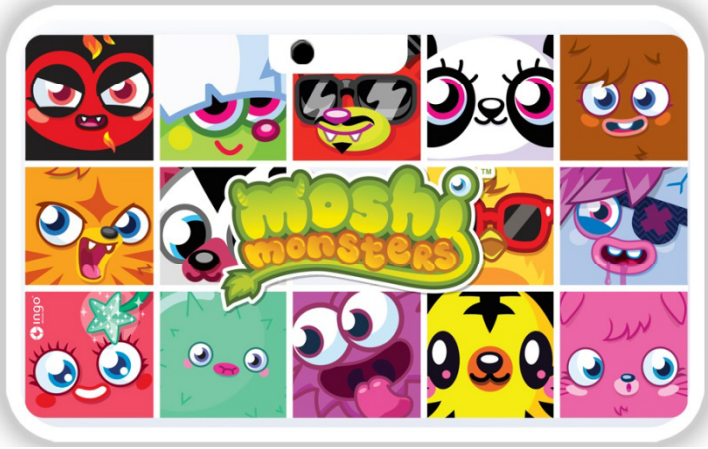


INGO RC PACK TABLET PC

• With Bluetooth technology, can drive the car radio controlled using the tablet as a controller
•7 inch touch screen capacitive
•4 GB / Micro SD Card (up to 32GB)
•Wi-Fi
• 2 cameras, photo and video (front and rear)
•Parental Control in the web browser
•2 USB ports
•1.2 GHz CPU



Licensed Tablets





MOSHI MONSTERS TABLET PC PREMIUM

- Android 4.1
- 9 inch touch screen capacitive
- 4 GB / Micro SD card (up to 32GB)
- *Wi-Fi*
- 2 cameras, photo and video (front and rear)
- Moshi Monsters exclusive software and content
- Parental Control in the web browser
- 2 USB ports
- 1.2 GHz CPU





MONSTER HIGH TABLET PC

- Android 4.1
- 7 inch touch screen capacitive
- 4 GB / Micro SD Card (up to 32GB)
- WiFi
- 2 cameras, photo and video (front and rear)
- MH Book
- Exclusive content: 4th full season, videoclip and 2 e-book chapters
- Parental Control in the web browser
- 2 USB ports
- 1.2 GHz CPU





Hello Kitty

HELLO KITTY TABLET PC

- Android 4.1
- 7 inch touch screen capacitive
- 4 GB / Micro SD Card (up to 32GB)
- Wi-Fi
- 2 cameras, photo and video (front and rear)
- Parental Control in the web browser
- 2 USB ports
- 1.2 GHz CPU

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devices

Digital Products and accesories with license







Minnie Mouse, as one of the most loved cultural icons, is the star of this unique collection of digital products and accessories.

The collection includes:

Digital Cameras
Accessories for cameras
Media Players (MP3/MP4/MP5)
Headphones + Headphone holder sleeves
DVD players and bags







Peppa Pig and her adorable family is one of the most successful pre-school licenses (The # 1 preschool in the toy market in 2010 according to NPD). The television series, broadcast in over 180 countries worldwide, has received 3 BAFTA awards for Best Animated Preschool Series.

The INGO collection include:
Digital Cameras and Accessories
Boombox CD Players
DVD players and bags



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