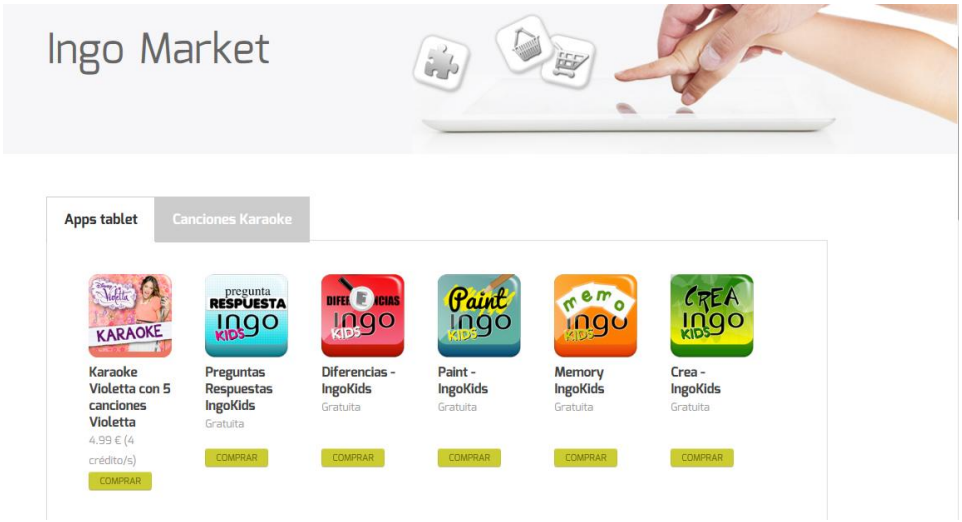
# Ingo Devices is betting on the European apps market for kid's tablets

Ingo Devices, a multinational company, headquartered in Spain, specialising in the manufacture, sales and distribution of kids licensed electronic products as well as their own Ingo branded range. Today launch their own app store, **Ingo Market (www.ingomarket.com)**. This launch merges their **new area of business dedicated to the development of kids' apps.**




The company are the leaders in the European sales market of kid's licenced tablets, with sales of over 25 million euros in 2013. With their own R&D department focussed on developing new electronic products, tablets and gaming consoles, as well as apps for these products which are aimed at the digital savvy generation. Each year Ingo Devices invests 3% of its revenue into R&D to ensure it stays ahead of the market.

All of the apps are designed for the Android OS (Google Play) – Ingo's first app to launch will be the Violetta Karaoke app. This can be used with Ingo's latest tablet, the Violetta Karaoke Tablet. As well as the Violetta Karaoke app, the Ingo Karaoke app includes over 4,000 popular songs. The app store is also open to third party apps that are aimed for children.

"It's about a strategic launch" explains Oriol Canet, Ingo Devices general director, "one that confirms our bet on our own app creation for children". "Following years of implementing our own parental control software for tablets", adds Cannet, "it was clear that our company's natural development was aiming towards apps, due to our knowledge in the area and innovative capacity in this field".

According to the "App Date", the app market is under major development. In Spain there are 12 million active users' downloading 2.7 million apps each day.

**About Ingo Devices**

Ingo Devices, established in 2007, is a global company that specializes production, distribution and trade of children electronic devices with kids licenses and Ingo own label. Pioneering in the licensing market, the company has launched in the market products that combines the latest technology in electronic devices, the development of apps with the top international kid's licenses .The Company headquarter are based in Barcelona (Spain) with four other international offices with sales in excess of half million units of Tablets (Ingo, Monster High or Hello Kitty), DVD players, digital cameras, MP3 and accessories, all with the best licenses as Minnie Mouse or Peppa Pig for example.

**For more information:**

MCS (on behalf of Ingo Devices)

Mónica Fidelis / Telf. + 34 93 362 08 40 / + 34 618 745 023

mfidelis@1990mcs.com