

★ What the Stuff Toy Review

Alphabetz Superphonic Decoder Cards

Manufacturer: Ideopolis LLC

Recommended Age: 3 years and up

Retail Price: \$19.95

Buy it here: www.amazon.com, www.alphabetz.com

On the web: www.alphabetz.com

WTS Rating:

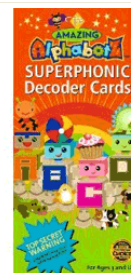


(4 out of 5 stars)



SUMMARY

The Alphabetz Superphonic Decoder Cards jumpstart beginning reading skills by building lasting associations between sounds and the letters that represent them. The cards include a variety of games and activities that are designed to promote vital early literacy skills such as phonemic awareness and are geared toward children of various skill levels making this product both an educational tool and toy.



INDIVIDUAL CATEGORY RATINGS

EASE OF USE



This category definitely offered an interesting debate amongst the parents on the review team. Some of our parents thought that the Alphabetz were fashioned in a way that made children of different ages and different learning levels easy to adapt to different learning activities. Some of the other parents thought there was a bit too much going on, and that it would take some serious work with their children to get them into learning and playing some of Alphabetz recommended games (some of these folks actually felt like boring old flash cards would be easier to use). So...if you are ready to work with your kids and have lots of different activities for you to work with, than you'll think these cards are easy, if you aren't in the mood to put in the extra work, these cards might not be for you.

DURABILITY



Like books and DVDs our review team treaded lightly into this category. From a simple touch and feel test, the Alphabetz Cards are made strong and should last. If you have children that care for their toys than you should have no problem keeping the Alphabetz cards in good shape. If, on the other hand your kids are a bit rougher on their toys than you'll want to keep a close eye on these cards.

VISUAL APPEAL



There was no discussion here - all of our parents - and more importantly their kids absolutely loved the look of Alphabetz. The bright colors, the cool designs, the fun drawings all come together to create a super-fun, super-visual learning tool. And...those parents that were looking

for plain old flash cards earlier felt a little embarrassed when they realized in worst case you could use these awesome cards in that simple fashion too!

FUNCTIONALITY ★★★★★

There wasn't much discussion here either! All of the parents agreed that the Alphabotz are loaded with functionality. Each card features letters, pictures, symbols, drawings and "stats". We're talking about at least five times the functionality of standard flash cards. Now that's a lot of functionality!

COST EFFICIENCY ★★★★★

The cost efficiency category brought out a lot of feelings. Some parents were impressed with all that went into these cards and felt that the \$20 was well within the price range. These parents compared the Alphabotz to a board game, and then comparatively, felt as if the pricing was fair. On the other hand, parents that compared this to simple alphabet flashcards felt that these were definitely overpriced. Boring old flashcards can cost \$2-\$5, and oversized flashcards with a little activity can be as much as \$10. All parents agreed that Alphabotz well exceeded the excitement and activity level of other alphabet cards, but the question parents would have to answer is whether the cost was worth it to them.

ORIGINALITY ★★★★★

We've seen flashcards before, but we've never seen an alphabet learning tool quite like this. With that in mind, our review team was happy to give four stars to a product that has taken an old idea to a brand new level!

OVERALL RATING ★★★★★

Wow! It's not often we see a product come across that creates such a spirited discussion among the parents on our review team. Overall, the team loved the way these cards looked and how much function was packed onto each of them. They definitely require some parental involvement to really learn all of the different games and activities, but if you are going to teach your kids the alphabet, there is going to be a lot of work on your part anyway! The cost is a bit higher than some of our team liked, but some of our parents felt a few extra dollars were well worth it for this brand new spin on learning the alphabet. If you're looking for a new spin on a classic learning tool, the Alphabotz are it!