

# Barbie® Video Girl™ Doll

Lights, Barbie, Action! Barbie® fans can now capture all the fun and adventure with Barbie® Video Girl™ Doll. A regular 11-½ inch fashion doll packed with innovation, Barbie® Video Girl™ comes with a built-in video camera allowing girls of all ages to play with Barbie® in a whole new way.

Barbie® Video Girl™ features a camera lens in her necklace, a color LCD screen on her back, which features 'real time playback' capability and is powered by batteries in her legs (2-AAA). With close to 30 minutes of recording time girls can now capture moments through Barbie® doll's point-of-view. Barbie® Video Girl™ also comes with free editing software (available at Barbie.com), so girls can transform raw footage into real movies by adding music, sound effects and visual effects. Barbie® Video Girl™ holds 256 MB of memory, shoots video in standard definition and video files can be downloaded as .avi files.

Honored at the Nuremberg Toy Fair as one of the innovative products for 2010, Barbie® Video Girl™ will be available in July 2010.

ARP: \$50.00 | Age: 6+

[www.barbie.com/videogirl/](http://www.barbie.com/videogirl/)



For more information, please contact:

Stefani Green  
Mattel PR  
310.252.6514  
stefani.green@mattel.com

Chad Nishimura  
Ketchum PR  
310.584.8333  
chad.nishimura@ketchum.com