



discovery **toys**

THE DT ADVANTAGE

Updated October 2021

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The DT Advantage

Many educators are concerned that our young people are lacking the creative skills and problem-solving abilities to thrive in today's rapidly changing world. Research shows that young children learn best through play. Their minds and bodies develop best when they are given an opportunity to explore their world, to try, to fail, then try again, and to stretch their imagination and discover new possibilities. **We believe no one combines play and learning better than Discovery Toys.**

The Premier Learning Through Play Brand!

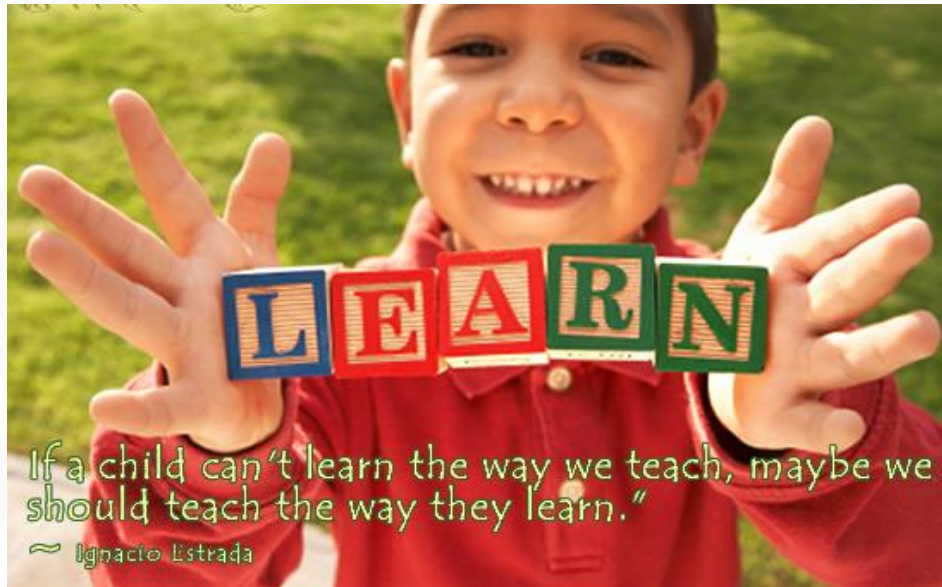
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The DT Advantage

DT products have been delivering for 40+ years what has taken the education sector decades to prioritize: Teaching our children **HOW** to **Learn** and not simply **WHAT** to Learn.



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Not All PLAY is Equal!



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Kid Powered.

- DT products offer **hands-on, kinesthetic** OBJECT PLAY.
- **Multi-sensory** inputs lead to better retention & understanding.
- **Child controls** the play experience, with guidance from parents.
- Child develops **agency** and learns to **visualize** concepts, to learn at their **own pace**, to create their own problems to solve, and to think about things from **different perspectives**.



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Kid Powered.

- Engaging in **multi-sensory** play stimulates different parts of the brain, forming more & stronger synaptic connections. This **expanded neural network** aids in retaining new memories, retrieving those memories, and making associations with new stimuli, aiding in understanding. The more extensive the network, the more the child can learn and remember.
- **Child agency** over the play experience will promote the early development of **Executive Functioning Skills**, including self-regulation, planning, cognitive flexibility and decision-making, all critical skills for successful learning & social engagement.

The Brain
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Open-Ended.

DT products offer **open-ended** play. No rules or restrictions.



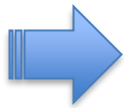
No standards or licensed properties to mimic. Fosters **imagination** and **creative thinking**.

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Open-Ended.

Child learns that there is **more than one way** to look at an object or to achieve a solution.



Divergent Thinking



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Open-Ended.

- Engaging in open-ended play opportunities encourages children to **vary their play** each time, increasing the number of synaptic connections formed and **expanding the neural network** to different areas of the brain. A more extensive neural circuitry will help the child make associations more easily and faster in the future.
- A healthy diet of open-ended play primes the brain to habitually perceive **incoming stimuli** in different ways and to develop **multiple solutions** to a particular problem.

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Open-Ended.

- Through the **exploration and discovery** involved in open-ended play, a child develops a repertoire of **novel ideas and associations**, which become a resource to problem solving later in life.
- **Neural networks** become more **flexible** when a learner tries out several possible options before coming up with a correct or preferred solution.
- The growing capacity to think creatively provides **confidence** in dealing with **ambiguity**, a much needed skill in today's ever changing world.

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Layers of Learning.

DT products support **multiple skills** and Learning Pathways. They are loaded with learning.



DT products **grow with your child**. Based on scaffolded learning, DT products prime the brain for higher levels of learning.

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Layers of Learning.

- **Progressing** through the layers of learning in our toys solidifies in a child's growing neural network the initial, fundamental skills exercised, and inspires the child to **search for more** stimuli and knowledge to add to the network.
- The repeated exploring with layers of learning will develop the child's ability to **pay more attention** in the future to **novel or unusual stimuli**.
- Our layers of learning **connect new information** to previous experiences, increasing the strength and complexity of **neural connections**, resulting in better retention of information.

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Layers of Learning.

- Play experiences with layers of learning help a child develop “**proactive control**”, neural mechanisms in the brain’s prefrontal cortex that use clues from the environment to help the brain determine what might happen next.

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Parent involved.

Parents are their **child's first teacher**. DT products are designed to invite & foster **adult interaction**.



Just 10 minutes a day of parent-child interactive play can have a positive outcome.

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Parent involved.

- **Guided play** by a parent represents an “**enhanced discovery**” approach to learning that increases the child’s knowledge through opportunities to receive immediate, meaningful adult feedback.
- Parental involvement supports a **scaffolded learning** approach, resulting in a more positive experience, longer periods of playful experimentation, and confidence building.
- Guided, scaffolded play primes neural mechanisms to **anticipate** what might happen next, to make healthy **adaptations** and develop a better **understanding** of how the world works.

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Top Quality & Highest Safety Standards

Long-standing DT reputation.

DT corporate **safety standards** are more stringent than government standards.

DT products are **inspected** multiple times.

DT products are backed with **UNCONDITIONAL SATISFACTION GUARANTEE!**



Health
Canada

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The DT Advantage

Fun!

Toy products need to ultimately be **FUN!**
We believe that fun and learning taken together provide children with the maximum growth experience.



Fun is Play...and Play is what we build each and everyday...with our products, our parents, and our promise!

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Fun!

The Brain Connection



- **Emotional arousal** leads to a much higher likelihood of **engagement**, the first step in learning, and repeated exposure.
- **Repetitive exposure** and the intensity of emotion can lead to **long-term potentiation**, with the information becoming stored in long-term memory and being accessible for future associations.
- As with curiosity, a joyous experience releases **dopamine**, which becomes associated with the learning through play experience. The brain will **seek out** more similar opportunities.

Why are Discovery Toys products the best learning toys that money can buy?

1. Discovery Toys products are **KID-POWERED**.
 - a) Hands-on, kinesthetic play that puts the child in charge of the learning.
 - b) Multiplies & reinforces the developing neural connections.
2. Discovery Toys products are **OPEN-ENDED**.
 - a) Foster the imagination and creative thinking.
 - b) Support divergent thinking.
3. Discovery Toys products offer many **LAYERS OF LEARNING**.
 - a) Provide a progressive learning experience.
 - b) Promote an effective approach to learn and solve problems.
4. Discovery Toys products encourage **PARENT INVOLVEMENT**.
 - a) Through scaffolding, parents can guide the learning through play experience.
5. Discovery Toys products are **SAFE** and **HIGH QUALITY**.
 - a) Backed by our Satisfaction Guarantee.
6. Discovery Toys products are super **FUN!!**
 - a) Reap the benefits of Learning Through Play!

**Discovery Toys products teach our children
“How” to learn,
Not just “What” to learn**

- ➡ Optimal Brain Development for Higher Learning!**
- ➡ Prepares for a Life of Learning Success!**
- ➡ Builds the Connections for Innovation & Out-of-the-Box Thinking!**



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MAKE A DIFFERENCE!



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