



baby  
einstein.



## About Us

### Who We Are

The Baby Einstein Company is the award-winning creator of the infant developmental media category and the best selling brand of videos specifically designed for babies and toddlers. Our videos, DVDs, Discovery Cards, books, audio CDs, puppets, toys, and infant products expose your little ones to the world around them through the use of real world objects, music, art, language, science, poetry and nature. Created by a mom and designed specifically for infants and toddlers, our products provide fun and stimulating ways for parents and caregivers to interact and enrich their children's lives.

### Our Philosophy

Baby Einstein knows that babies are naturally curious. Therefore, all of our products are designed to encourage discovery and inspire new ways for parents and little ones to interact. What makes Baby Einstein products unlike any other is that they are created from a baby's point-of-view and incorporate a unique combination of real world objects, music, art, language, science, poetry, and nature — providing parents an opportunity to expose little ones to the world around them in playful and enriching ways. This simple principle is the foundation for The Baby Einstein Company and its products. Learn more about our [History](#), our [Products](#), and [what parents have to say about Baby Einstein](#).

#### View our Product Demos

BabyEinstein.com now has a library of video and audio demos for you to sample.

go!

### Children and Media

#### WHAT DOES BABY EINSTEIN THINK ABOUT THE AMERICAN ACADEMY OF PEDIATRICS (AAP) RECOMMENDATION THAT TELEVISION BE AVOIDED FOR CHILDREN UNDER THE AGE OF TWO?

While The Baby Einstein Company respects the American Academy of Pediatrics, we feel it is important to note that the AAP's recommendation does not distinguish between television and video viewing, nor does it address the content of what is being viewed.

The **WALT DISNEY** Company

What's so wonderful about videos is that they are a controlled medium that allows parents to specifically select the content they are sharing with their little ones. Traditional broadcast television, on the other hand, is not a controlled medium and parents can never be sure what images will appear on the screen during a newsbreak