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MYFIRST UNVEILS INSTA MAGIBOX, TURNING KIDS SPOKEN IDEAS INTO PRINTABLE IMAGES AND STORIES

A Voice-Powered Creative Printer Helps Children Bring Big Imaginations to Life, Even Before They Have the Writing or Drawing Skills to Fully Express Them

Los Angeles, CA (October 26, 2026) – Children can have vivid characters, worlds, and adventures in their heads long before they have the writing or drawing skills to fully express them. **Insta magiBox (\$79.99, ages 4+)** bridges that gap, helping children turn the ideas they can say into images and stories they can see, hold, color, decorate and share.

Insta magiBox has just launched and helps make big imaginations visible. Children can simply speak an idea and use Voice-to-Image to turn it into an illustration across six different art styles or use Voice-to-Story to develop it into a connected four-scene illustrated story. It gives children another way to show imaginary stories and thoughts in a form they can see and build on.

Creativity can then move beyond the screen. With ink-free thermal printing, children can turn what they create into something physical. A spoken idea can become an image to color, a story to retell, something to display, or a creation to proudly hand to someone else. Insta magiBox comes with a roll of 47 Thermal Sticker Rolls and a roll of 50 Quick-peel Stickers. A 3-pack Thermal Sticker Refill costs \$9.90.

By moving from Voice-to-Image or Voice-to-Stories to print, Insta magiBox gives children another way to express ideas that may be difficult to capture through writing or drawing alone. The imagination remains theirs, while the technology helps them bring more of it into the world.

“Kids rarely run short of ideas,” said G-Jay Yong, founder and CEO of myFirst. “The challenge is that their imagination often

develops faster than their

ability to write or draw everything they can picture. Insta magiBox to help bridge that moment, giving children another way to express what is already in their heads and then continue creating from there.”

Insta magiBox is Designed with children and parents in mind, Insta magiBox includes built-in content safeguards to help keep the creative experience age appropriate.

When the Insta magiBox is set to story mode, spoken stories are turned into a 4-panel comic. If inspiration doesn't strike, let Insta magiBox create the story instead. Print, color, and put them together into a storybook you made yourself and read it at bedtime.

Insta magiBox includes two interchangeable sleeves to change up the look and to protect the device.



Insta magiBox is part of myFirst's broader approach to technology built around childhood: using technology not to think or create for children, but to help them bring their own ideas to life and give their imaginations more room to grow.

Pricing and availability

Insta magiBox is available to buy at [Amazon](#) and [myfirst.tech](#). In the coming weeks and months it will be available at Walmart, Sam's Club, and other marketplaces such as BestBuy, Macy's, Nordstrom, and Kohls.



About myFirst

Founded in 2017, myFirst is committed to helping families explore the digital and physical world with confidence and safety through our innovative devices, secure, kid-friendly social spaces, and connected services. We make technology intuitive, joyful, and empowering across a wide range of products spanning nearly 10 categories, including smartwatches, cameras, audio devices, 3D pens, and creative tools. Our purpose-built ecosystem supports healthy digital development from the start. Operating in over 36 countries, we encourage children's independence and curiosity, providing parents with peace of mind. To learn more, please visit: <https://us.myfirst.tech/>

Child Safety, Privacy & Data Protection

At myFirst, we believe technology should support childhood, not consume it. We design products that give children room to explore, create, and express themselves while keeping clear boundaries around what technology can do, what it collects, and how it responds when something is not appropriate.

Learn more about Insta magiBox's approach to child safety, privacy, and data protection: <https://myfirst.tech/magibox-child-safety-privacy-data-protection-qa/>