

Latest entry in tablet wars is 'kid safe'

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The device called "tabeo" will be available from October 21, at a cost of \$150.

The seven-inch tablet using Wi-Fi and running on the Android operating system includes 50 free, preinstalled apps designed for children.

"Over the past year, we've spent considerable time talking to parents and children to determine what features and functions they really want in a kids' tablet, resulting in tabeo," said Troy Peterson, vice president at Toys R Us.

"We are proud that tabeo offers robust and flexible parental controls that can help protect children as they surf the Internet, and we are pleased to offer the tabeo App Store, which features only kid-safe content carefully curated by the Toys R Us team."

The device has preloaded a number of books, educational programs and games.

Apple's [iPad](#) has about two-thirds of the global market for tablets, and the company is expected to introduce a smaller version of it later this year.

[Amazon](#), which introduced three new versions of its Kindle Fire last week, claimed to have 22 percent of the US market.

Microsoft is launching its Surface tablet in October, and a variety of others on the market use the [Google](#) Android operating system.

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