

Yoto unveils its biggest hardware update yet

The new Yoto Player 4th Gen and Yoto Mini 4th Gen bring shortcuts to personalised playlists, smoother routine support and a fresh new look to family life



Yoto is unveiling its biggest ever hardware update to its award-winning audio players for kids. The new [Yoto Player 4th Gen](#) and [Yoto Mini 4th Gen](#) bring a host of updates that build on everything families already love, with more storage, a faster processor and a brand new design.

New features include:

- A new Green Button – giving kids instant, cardless access to their favourite audio and personalised playlists from their library once an adult sets up on the free App
- Smoother routines – further helping families build Yoto into their morning and bedtime rhythms
- A fresh new look – with redesigned hardware and a more robust, adventure-ready Yoto Mini

Their personal playlist

The Green Button gives kids a new way to jump straight into up to 20 of their favourite audio titles for day and night. Once set up in the Yoto App, kids can twist, press and play their favourite titles without having to insert a Yoto Card. Playlists can be created by adults on the Yoto App with their favourite titles and free content from their library. Then the audio is ready on the Yoto Player 4th Gen and Yoto Mini 4th Gen without always needing a Yoto Card to hand. And it's not just for favourite physical cards - the Green Button can also be configured as a shortcut to digital-only cards and free bonus audio that is available on the App, from soundscapes to toothbrush timers.

As families' Yoto libraries grew, so did the need for a quicker way for children to find their favourites. Listening to community feedback, Yoto designed the update around one simple idea: making best-loved content easier for kids to access independently, wherever they are - at home, at their grandparents' house or further afield.



Families can get started with the Green Button right away, with a free 5 Minute Stories From Around the World digital Yoto Card included with the Yoto Player 4th Gen and a free Journey Jams digital card included with the Yoto Mini 4th Gen. The digital cards will be waiting for grownups in their Yoto App after set-up, ready to be added to the Green Button playlist. A free Make Your Own Card and stickers are also included in the box with both players which can be linked to the digital cards via the App or player.

Built for the rhythm of family life

Create a routine that's as unique as your family with the Yoto Player 4th Gen. With the new Green Button you can create bespoke playlists for mornings and evenings. For mornings, a playlist could bring together the award-winning Yoto Daily podcast, a toothbrush timer or some fascinating facts from the BrainBots. At bedtime, families might choose lullabies, white noise, Yoto Sleep Radio or a soothing story.

The all-new night light panel on the Yoto Player 4th Gen can also provide bedtime and Ok-to-Wake cues for your child. Choose from seven colours to create a calming bedtime environment or signal when it's time to get up. Future free software updates will also introduce dynamic lighting that creates visual effects to complement what children are listening to.



Faster, tougher and ready for adventure

The Yoto Player 4th Gen is faster, tougher and better than ever – and it has a fresh new look.

A new processor, boosted memory, Wi-Fi 6 and Bluetooth 6.1 keep everything quick, connected and easy to use. Both the Yoto Player 4th Gen and Yoto Mini 4th Gen have also been upgraded to hold 64GB of storage – enough for up to 1,000 hours of audio.

Designed for adventures at home and away, the Yoto Mini 4th Gen is IP67 puddle-proof, with a splash- and dust-resistant design built to withstand the rough and tumble of everyday family life.

New-look accessories

Every audio adventurer needs to be prepared, so Yoto's accessories have also been given the 4th Gen treatment. The updated silicone Adventure Jackets keep the Yoto 4th Gen players snug and carry-ready, with four new vibrant colourways and an all-new wrist lanyard included with the Yoto Mini 4th Gen version. The refreshed Yoto Travel Case now fits both generations of Yoto Mini, with the same space for over-ear headphones and up to 30 Yoto Cards so kids are all set for adventure. Whether it's the back seat of a long car journey, a stay at the grandparents' or just out and about, everything children need is packed and ready to go.



"We've always wanted Yoto to get better with time. We listen to families, we watch how kids use Yoto, and we ask ourselves what could make the experience more joyful, useful and independent. That's what led us to 4th Gen. We wanted kids to be able to get to the audio they love more easily, for Yoto to work even better around the rhythms of family life, and for the hardware itself to be faster, more reliable and tougher. We don't want to change the core of what Yoto is – 4th Gen is about making the Yoto experience even better for families as the way they use it evolves."

Ben Drury, CEO and co-founder

Pricing and availability

The Yoto Player 4th Gen will be retailing at £119.99 and the Yoto Mini 4th Gen at £89.99, both available at [Yotoplay.com](https://yotoplay.com) and with the Yoto Mini 4th Gen also available on Amazon.

The [Yoto Mini 4th Gen](#) and [Yoto Player 4th Gen](#) will be available for pre-order from 10 September 2026.

Yoto Mini 4th Gen estimated dispatch date: 30th September 2026

Yoto Player 4th Gen estimated dispatch date: 15th October 2026

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About the Yoto Player 4th Gen

A kids audio player built for modern family life. The Yoto Player 4th Gen includes:

- Sharp, rich stereo sound
- Green Button gives access to customisable, pre-loaded playlists of up to 20 titles for both day and night
- New full panel night light
- Personalise your playlists around your family's routine
- USB-C and wireless charging
- 64GB of storage for over 1,000 hours of offline listening
- Bluetooth 6.1 headphone connectivity, upgraded pixel display and speedy set up

Key data:

- Bluetooth: 6.1
- WiFi: 6
- Storage: 64GB
- Light: Enhanced night light LED panel
- Charging: USB-C and wireless with Yoto wireless charging dock
- Headphone jack port: Yes
- Battery life: Up to 14 hours
- Replaceable battery: Yes, with plans for a battery replacement kit to be available in 2027

About the Yoto Mini 4th Gen

A pocket-sized audio player designed to soundtrack childhoods, wherever it takes them:

- Green Button gives access to customisable, pre-loaded playlists of up to 20 titles for both day and night
- WiFi 6 for super speedy downloading - never get caught without your favourite title
- 64GB of storage for over 1,000 hours of offline listening
- Personalise your playlists around your family's routine
- Bluetooth 6.1 headphone connectivity for reliable, wireless audio
- IP67 splash and dust resistant designed to withstand adventures at home and away
- Speedy, simple set up

Key data:

- Bluetooth: 6.1
- WiFi: 6
- Storage: 64GB
- Light: No
- Charging: USB-C
- Headphone jack port: Yes
- Battery life: Up to 12 hours

About Yoto

Yoto is an interactive audio platform for kids. Yoto offers a catalogue of over 1,200 stories, songs, activities and more to inspire creative play and learning without a screen. The carefully connected audio players, Yoto Player (3rd Generation) and Yoto Mini, put kids safely in control. No cameras. No microphones. No ads.

Inspired by Montessori principles, Ben Drury and Filip Denker founded Yoto in 2017. Yoto Player was designed with renowned design agency, Pentagram, and launched in early 2020. Yoto Mini, the portable audio player, launched in late 2021. The new and improved third generation Yoto Player arrived in summer 2023.

Available worldwide, Yoto has won awards and accolades from critics, parents and children alike. TIME Magazine even named it one of the Best Inventions of 2020 and Yoto Mini won a prestigious D&AD Pencil in 2022. Yoto was named one of Bloomberg's Top Start Ups to watch, and was named the second fastest growing tech company by Deloitte in 2023.

Yoto's platform features both award-winning original content and audio that has been licensed or co-created with partners. These partners include PRH, Macmillan, Universal Music Group, Sony, Warner Music, Mattel, Pottermore Publishing, Roald Dahl Story Company, HarperCollins, Hachette, Bonnier and Scholastic.

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