

Fuhu and Uber Partner for In-Drive Entertainment

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By Melissa Yang



El Segundo tablet-maker Fuhu Inc. announced Thursday it will provide its child-friendly Nabi tablets to certain Uber vehicles in a partnership with the ride-sharing giant.

Families in the Washington D.C. area that use UberFamily, whose car line offers child seats at an additional cost of \$10, might be picked up in vehicles equipped with Nabi tablets. The in-drive entertainment is meant to keep children engaged with parent-approved content.

No word yet on how many Nabi tablets will be deployed or when the service will launch in other cities.

"In collaborating with Uber on UberFamily, we are hoping to help them further build the ultimate on-demand family travel solution by transforming the much-needed service into something more – an experience," Fuhu Chief Executive Jim Mitchell said in a statement.

Fuhu has topped the Business Journal's annual list of fastest growing private companies in each of the past two years. The company's revenue grew from \$1.6 million in 2011 to \$189.1 million in 2013.

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