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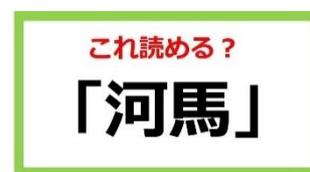
October 12, 2022

You'll Find Yourself Wanting to Answer! An Automatic Voice Quiz is Issued When It's Time

Kanji Quiz Navigator Kanji Hours To be launched on Saturday, October 29, 2022

Contains 1200 reading and writing questions read by voice actor Miyuki Sawashiro, who also chats!

TOMY Company, Ltd.



Kanji Quiz Example: “Kaba”
(Hippopotamus)

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release Kanji Quiz Navigator: Kanji Hours (SRP: JPY 6,930/tax included) on Saturday, October 29, 2022 at toy stores, toy sections of department stores and mass retailers nationwide, online stores, TOMY Company’s official online store Takara Tomy Mall (takaratomymall.jp), and more.

The things you can do with Kanji Hours!

This product is a kanji quiz navigator that automatically gives quizzes on the hour. Questions are automatically given through speech audio and shown on the LCD panel, and the correct answer is shown on the LCD panel after a certain amount of time has passed. This provides the users a natural kanji environment as a part of everyday life, letting them acquire knowledge effortlessly and making learning through playing a routine. With the “Anytime Quiz!” that lets you enjoy quizzes whenever you like and the “Challenge Mode” that lets you take on a mini-test challenge, there are all kinds of ways to have fun while learning. In addition to the kanji quiz, this product is equipped with a useful alarm function as well as a chat function that brings merriment to everyday life.

There are a total of 1200 kanji appearing in such quizzes as the Grade 5 to Grade 1 Kanji Aptitude Test quizzes supervised by the Japan Kanji Aptitude Testing Foundation^(*) and the “Fun Kanji Quiz” featuring different themes depending on the day, making it fun for people of all ages, from children to adults. Even if you are unable to answer the quiz, Kanji Hours supports you like a mentor with comments such as, “Good job! You learned another kanji!” and “Keep it up, let’s try the next one!,” providing supportive encouragement through kind, positive words. The talented voice actor Miyuki Sawashiro serves as the voice of Kanji Hours, supporting learning with expressive and affable comments.



Project Background

Kanji Hours was inspired by smart speakers, which have recently become commonplace in ordinary homes, and was developed as a product that uses speech audio to let users learn as they play throughout their daily life. It was thought that, rather than having the user give instructions like a conventional smart speaker, having the speaker give quizzes would increase the frequency of interaction and appearance in everyday life. With questions narrowed down to kanji that are familiar to people of all ages, this product is designed to be fun and thought-provoking like a TV quiz show and serve as an opportunity for communication within the family.

(*) The Japan Kanji Aptitude Test is a registered trademark of the Japan Kanji Aptitude Testing Foundation.

Introduction to Kanji Hours

■ All Kinds of Ways to Have Fun While Learning

This product lets you try different quizzes depending on your mood and level of motivation that day with three modes: “Automatic Quiz!,” “Anytime Quiz!,” and “Challenge Mode.” Each mode shows the correct answer on the LCD panel after a certain amount of time has passed. At this time, the users can record whether they answered correctly by pressing buttons on top of the device, and if the users press the “Correct” button, the question will no longer be asked unless the device is reset. Difficulty levels^{(*)2} can also be set so that the users can enjoy quiz questions suited to their level. The number of quiz questions answered correctly and Challenge Mode level can be checked on the user’s My Page.

Explanation of the Different Modes

- Automatic Quiz!: This is the basic mode of Kanji Hours, in which quizzes are given automatically on the hour.
- Anytime Quiz!: Press the middle button on the top of the device to get a question and take a kanji quiz whenever you like.
- Challenge Mode: This lets you take on a mini-test challenge. Start with questions from the Japan Kanji Aptitude Test Grade 5 and pass^{(*)3} the quizzes to work your way up to higher levels.

(*)2 Can be set to Beginner Mode. Beginner Mode gives Japan Kanji Aptitude Test Grade 5 and 4 quiz questions and lets you play the Fun Kanji Quiz for each day of the week.

(*)3 Passing means using self-judgment to determine whether an answer to a quiz question is “Correct” or “Incorrect” and getting correct answers for all 10 questions in a row.

■ Contains a wide variety of questions as well as quizzes that differ by the day for fun you will never tire of!

Kanji Hours contains 800 quizzes based on past questions to the Japan Kanji Aptitude Test Grades 5 to 1 and can be enjoyed by people of all ages, from children to adults. It also contains 400 “Fun Kanji Quiz”^{(*)4} questions that differ for each day of the week. With themes such as “Names of Places Around the World” on Mondays and “Fish Names” on Tuesdays, a feature of this product is that it teaches kanji in a wide variety of genres so that users can play it every day without getting bored.

(*)4 The Fun Kanji Quiz is created based on the website Kanjipedia®.



Images courtesy of PIXTA

■ Positive, kind words that help make learning a habit!

Even if you answer incorrectly, this product encourages with positive and kind comments, maintaining motivation to learn and helping make learning a natural habit. The voice used in Kanji Hours is that of the talented voice actor Miyuki Sawashiro.

Comments from the Japan Kanji Aptitude Testing Foundation

The Japan Kanji Aptitude Test is a proficiency test that measures kanji ability. This test is taken by approximately 1.7 million people each year and features a broad age range, with test-takers ranging from 3 to 103 years old. This is the first time we have provided content from the Japan Kanji Aptitude Test for a talking toy. The fact that it is a toy is why we hope it will be a fun way to learn while encountering kanji in everyday life. A good thing about this product is that you can try quizzes suited to your level, since it contains quizzes ranging from Grade 5, the level of a sixth grader in elementary school, to Grade 1, the most difficult level.

Comments from Miyuki Sawashiro

I am Miyuki Sawashiro, the voice of Kanji Hours.

While at first I thought, “A toy that helps you study for the Kanji Aptitude Test?! Wouldn’t that make for a difficult, stiff kind of a toy?,” there seemed to be more chatting lines outside study mode than study words, making for a very affable character (laughs).

However, this toy also helps you learn properly, and as I record I realized with a bitter smile that I could barely write any of the kanji in Grade Semi-2.

I strove so that everyone who uses this toy, regardless of age or gender, would have a fulfilling time. Have fun learning kanji with me!



Miyuki Sawashiro

■ Profile of Miyuki Sawashiro

Voice actor and narrator. As a voice actor who can act, she has played roles in many productions. At the Seiyu (voice actor) Awards, she has won Best Actress in a Leading Role, Best Actress in a Supporting Role, the International Fan Award, and other high praise.

<Product Outline>

Product Name: Kanji Hours

SRP: JPY 6,930 (tax included)

Launch Date in Japan: Saturday, October 29, 2022

Recommended Age: 6 years and up

Package Contents: Device (1), instruction manual (1), paper signboard plate (1)

Dimensions: W 155 × H 91 × D 51 mm

Batteries Required: 3 AA alkaline batteries (sold separately)

*Can be used with the special Takara Tomy Type 5 Adaptor sold separately

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Website: www.takaratomy.co.jp/products/kanjinojikan

Five original comics on life with Kanji Hours are available on our official website.



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For product inquiries from consumers, please contact:

TOMY Customer Service (Japanese only) Tel: 0570-04-1031 (Navi-Dial)