

This year's trends include the latest versions of nostalgic toys and products that incorporate the latest technologies such as AI and Metaverse

## Introducing trending toys that you can enjoy during the holiday season

Six categories that children and adults can both enjoy, including interactive toys, device toys, long-standing toys and character-related toys

TOMY Company, Ltd.

This year's Christmas is drawing attention to the latest versions of nostalgic toys that were first created in the Showa and Heisei eras, as well as products that incorporate the latest technologies such as AI and Metaverse.

The TOMY Group (TOMY Company, Ltd.; Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) is pleased to introduce six categories of recommended toys that both children and adults can enjoy at the end of the year.

These categories are (1) **“retro & revived/evolved toys,”** which are attracting attention this year, (2) **“interactive toys,”** which allow children to have new experiences and fulfill their wish to try things while playing, (3) **“device toys,”** which are in line with the recent GIGA school concept and wave of digitalization, (4) **“communication toys,”** which deepen communication with family and friends, (5) **“character-related & long-standing toys,”** which are loved at any time and in any era, and (6) **“fun toys for adults too.”** In addition, Christmas this year will fall on the weekend of December 24 (Sat) and 25 (Sun). Enjoy the holiday season with toys that bring a smile to everyone's face.

### ★—— Lineup of Christmas toys recommended by the TOMY Group ——★

#### Retro & Revived/ Evolved Toys

Showa era retro toys, and the revived and evolved versions of nostalgic toys are now available!



#### Interactive Toys

These satisfy children's craft hobbies and their wish to try things!



#### Device Toys

These toys help children to acquire basic PC skills and motivate them to learn through the fun qualities and functions that are unique to the toy manufacturer.



#### Communication Toys

These are toys that deepen communication with family and friends.



#### Character-related & Long-standing Toys

Introducing popular characters and classic products that have been loved for a long time.



#### Fun Toys for Adults Too

These futuristic toys can be enjoyed by adults too!



★A special page that introduces the recommended products is available on the official TOMY Company website★

## Retro & Revived/Evolved Toys



The exciting action game played with your fingertips “Screwball Scramble” that was a big hit in the Showa era is now back in the Reiwa era!

### “Screwball Scramble”

JPY 3,300 (tax included) Now on sale

[www.takaratomy.co.jp/products/athleticlandgame](http://www.takaratomy.co.jp/products/athleticlandgame)

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A cuckoo clock that tells time by talking! It includes an alarm clock and timer function!

### “Talking Cuckoo Clock”

JPY 3,960 (tax included) Now on sale

(T-ARTS Company, Ltd.)

[www.takaratomy-arts.co.jp/specials/hatodokei](http://www.takaratomy-arts.co.jp/specials/hatodokei)

©T-ARTS



This is a play set that can be played in many matches and it comes with two Choro Q toy cars, two controllers, traffic cones, and a play map.

### Choro Q “CHORO Q CHALLENGE! Q-KYOKUTAISET/NISSAN”

JPY 6,999 (tax included)

To be launched on Thursday, November 10, 2022

[www.takaratomy.co.jp/products/choroq](http://www.takaratomy.co.jp/products/choroq)

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## Interactive Toys



\* Doll and some accessories sold separately

Patissier lessons with LICCA! You can enjoy decorating a cake with whipped cream and parts! There is also an oven and showcase, etc., which allow you to experience the work of a patissier in a series of lessons.

### LICCA “Yumedeco Patissier”

JPY 6,600 (tax included) Now on sale

[licca.takaratomy.co.jp/products/house/yumedeco-patisserie](http://licca.takaratomy.co.jp/products/house/yumedeco-patisserie)

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You can really cut the toy poodle’s hair! This is a new sensation hobby product that allows users to enjoy the experience of being a popular pet groomer by using safety design scissors.

### “Trimming Pet Salon” (2 types)

JPY 5,940 each (tax included) Now on sale

[www.takaratomy.co.jp/products/trimmingpetsalon](http://www.takaratomy.co.jp/products/trimmingpetsalon)

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A real sewing machine that can easily and quickly sew with a thread cartridge is now available! You can make tote bags, roll pen cases, scrunchies, pouches and tissue cases with the fabric in the set.

### “Real Sewing Machine Fashion Studio”

JPY 8,778 (tax included)

To be launched on Saturday, November 12, 2022

[www.takaratomy.co.jp/products/fashionstudio](http://www.takaratomy.co.jp/products/fashionstudio)

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Comes with an “automatic norimaki mechanism”! This is the latest “conveyor belt sushi” machine that you can enjoy from the process of making sushi.

### “Spin and Roll! Norimaki Factory”

JPY 6,578 (tax included) Now on sale

(T-ARTS Company, Ltd.)

[www.takaratomy-arts.co.jp/specials/kurukuru\\_norimaki](http://www.takaratomy-arts.co.jp/specials/kurukuru_norimaki)

©T-ARTS



An LCD toy with a new “texture” that allows you to take care of the characters as if you were touching them directly in a squishy fashion with your fingertips! “Punirunes” is now available with new characters and mini-games added.

### “Punirunes Puniplus” (3 types)

JPY 7,150 each (tax included) Now on sale

[www.takaratomy.co.jp/products/punirunes](http://www.takaratomy.co.jp/products/punirunes)

© TOMY / Punirunes Puniject, Television Osaka



A pouch that “Punirunes” fits perfectly into! You can play with it while it is inside the pouch! It also comes with a password that can be used with “Punirunes Puniplus.”

### “Punirunes / Happy Go Out Pouch / Punirunesairun ver.”

JPY 1,980 (tax included) Now on sale

[www.takaratomy-arts.co.jp/items](http://www.takaratomy-arts.co.jp/items)

© TOMY / Punirunes Puniject, Television Osaka

## Device Toys



Clear “Jurassic World” missions! A toy PC with plenty of games and learning options is now available. You can use it to learn together with the mouse of the dinosaur “BLUE”.

### **“Jurassic World Study PC With Dinosaur Mouse”**

JPY 18,150 (tax included) Now on sale

[www.takaratomy.co.jp/products/jurassicworld/studypc](http://www.takaratomy.co.jp/products/jurassicworld/studypc)

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This is a PC that features a light-up mouse and contains data of Shogakukan no Zukan NEO. From the picture books and games, you can learn about living creatures, addition, subtraction, multiplication, and English conversation.

### **“Pictorialbook NEO PC GIGA school edition”**

JPY 19,800 (tax included)

To be launched on Saturday, November 12, 2022

[www.takaratomy.co.jp/products/zukanneopad](http://www.takaratomy.co.jp/products/zukanneopad)

© Shogakukan, © TOMY



A pad that allows you to learn properly while interacting with cute Pokémon! Try to learn with your own pad and pencil!

### **“Pokémon Peaceful Place MY PAD”**

JPY 17,600 (tax included) Now on sale

[www.takaratomy.co.jp/products/pokemon/pokepeace/mypad](http://www.takaratomy.co.jp/products/pokemon/pokepeace/mypad)

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Get Pokémon with interchangeable mouse covers! New and improved PC for learning and playing with Pokémon!

### **“Pokémon Pikatto Academy Kids PC”**

JPY 19,800 (tax included) To be launched on Friday, November 18, 2022

[www.takaratomy.co.jp/products/pokemon/mouse\\_get\\_pc\\_plus](http://www.takaratomy.co.jp/products/pokemon/mouse_get_pc_plus)

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## Communication Toys



Using AI speech synthesis technology, this speaker can read many stories to children in a voice that is identical to that of their family members such as their mom or dad.

### **“coemo”**

JPY 12,980 (tax included) Now on sale

[www.takaratomy.co.jp/products/coemo](http://www.takaratomy.co.jp/products/coemo)

© TOMY



“Exciting Treasure! Sparkling Life!” You can get many golden treasures by going over to the three-dimensional course “Golden Island” from the main board.

### **“The Game of LIFE Golden Dream”**

JPY 4,950 (tax included) Now on sale

[www.takaratomy.co.jp/products/jinsei/product/golden\\_dream](http://www.takaratomy.co.jp/products/jinsei/product/golden_dream)

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It appears to come to life with over 100 sounds and actions! This is a pet toy with built-in actions that allow you to enjoy a variety of communication play.

### **“Mysterious Fluff Fuwamokoron”** **(2 types)**

JPY 7,678 each (tax included) Now on sale

[www.takaratomy.co.jp/products/fuwamokoron](http://www.takaratomy.co.jp/products/fuwamokoron)

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## Character-related & Long-standing Toys



From the WEB animation and toy series “TOMICA Heroes Jobraver - Specially-equipped combined robot,” a big vehicle that allows you to play with a Jobraver to your heart’s content is now available.

### **“TOMICA Jobraver Deck Up & Go! DX Braver Transporter”**

JPY 8,800 (tax included) Now on sale

[www.takaratomy.co.jp/products/tomica/jobraver](http://www.takaratomy.co.jp/products/tomica/jobraver)

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Command Station transforms at the touch of a button! Big Fire Truck goes into action, carrying Tomica cars! This is a set that includes a fire station chock-full of sounds for fun firefighting and a ladder fire truck.

### **TOMICA “Big Fire Truck & Transforming Command Station”**

JPY 9,350 (tax included) Now on sale

[www.takaratomy.co.jp/products/tomica/tomicaworld/town/commandstation](http://www.takaratomy.co.jp/products/tomica/tomicaworld/town/commandstation)

© TOMY \* Tomica (miniature cars) are sold separately.



Two powerful BOTTLEMANS combined into one! The combined “Royal Griffon DX” has more launch ports and can fire three shots at the same time.

### **BOTTLEMAN “BOT-43 Blend Combined Royal Griffon DX”**

JPY 4,250 (tax included)

To be launched on Saturday, November 12, 2022

[www.takaratomy.co.jp/products/bottleman](http://www.takaratomy.co.jp/products/bottleman)

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Let’s learn words with PAW Patrol! With a large volume of more than 1,100 Japanese words, 960 English words, and 230 character voices, you can learn everyday words, greetings, and two-word and three-word sentences. In addition, you can enjoy solving problems just like in the animation.

### **“PAW Patrol Word Book”**

JPY 11,000 (tax included)

To be launched on Saturday, November 12, 2022

[www.takaratomy.co.jp/products/pawpatrol/products](http://www.takaratomy.co.jp/products/pawpatrol/products)

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Perfect for those who are just starting out with PLARAIL! This gorgeous all-in-one set includes all the stylish cars, scenery, and rails.

### **“Make you excited! PLARAIL BEST SELECTION SET”**

JPY 5,500 (tax included) Now on sale

[www.takaratomy.co.jp/products/plarail/tettei/set/bestselection03](http://www.takaratomy.co.jp/products/plarail/tettei/set/bestselection03)

© TOMY



This is a zoo set full of gadgets that can be used to play with ANIA figures. You can freely recompose the parts to play. It comes with a large map and 3 ANIA figures.

### **“ANIA Freely Recomposed! Safari Zoo (Special TOMICA Bundle Edition)”**

JPY 7,150 (tax included) Now on sale

[www.takaratomy.co.jp/products/ania/products/playset/safari\\_zoo202208](http://www.takaratomy.co.jp/products/ania/products/playset/safari_zoo202208)

© TOMY

\* Items other than those comprising the set are sold separately.



This is a lesson item that allows you to enjoy a fun, game-like way to learn dance, rhythm, and singing skills that are needed by an artist just by connecting it to your TV.

### **“RizStaLiveStudio”**

JPY 12,100 (tax included) Now on sale

[www.takaratomy.co.jp/products/rizsta](http://www.takaratomy.co.jp/products/rizsta)

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\* A TV with an HDMI input terminal is required to use the product.

## Fun Toys for Adults Too



This is a total set that includes the E5 series Tohoku Shinkansen, the PU N-600 power unit, and rails, which make it the perfect set for an introduction to model railroads that can be enjoyed right away.

### **TOMIX “Starter Set SD E5 Series”**

JPY 21,780 (tax included) Now on sale

(TOMYTEC CO., LTD.)

[www.tomytec.co.jp/tomix/products/n/90186.html](http://www.tomytec.co.jp/tomix/products/n/90186.html)

Product commercialization licensed by JR East



The definitive version of the party game “Pop-Up Pirate” is now available in the Metaverse space! It is a toy that everyone knows, and can be played at any time with people far away.

### **“Metaverse Pop-Up Pirate”**

Play fee: Free [Fee applies for some items]

Now open

[www.takaratomy.co.jp/products/metaverse\\_kurohige](http://www.takaratomy.co.jp/products/metaverse_kurohige)

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\* This is a CG image created using design data that is in development.

\* The shape and coloring in this image may be different from the final specifications.

“Trainbot Raiden,” the combined form of all six trainbots that became a hot topic in 1987, is now back! This is the first product from the project.

### **Transformers “MPG-01 Trainbot Shouki”**

JPY 19,800 (tax included) Now on sale

[tf.takaratomy.co.jp/related-products](http://tf.takaratomy.co.jp/related-products)

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\* The image is for visual representation purposes only

“neltip” is a printing machine that allows you to easily create nail tips the way you want. Even if you are a beginner at nails, you can freely combine designs and enjoy your own original nail creations.

### **“neltip”**

500 yen per play (tax included) Now working

[www.takaratomy.co.jp/products/neltip](http://www.takaratomy.co.jp/products/neltip)

© TOMY



An innovative entertainment toy that fuses together a motorized yoyo and AR effects! You can record cool videos with the AR effects that move along with the yoyo by using the special app.

### **“MUGENYOYO” (2 types)**

JPY 5,940 each (tax included) Now on sale

[www.takaratomy.co.jp/products/mugenyoyo](http://www.takaratomy.co.jp/products/mugenyoyo)

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### **For product inquiries from consumers, please contact:**

TOMY Customer Service (Japanese only)

Tel: 0570-041031 (Navi-Dial)

T-ARTS Customer Service (Japanese only)

Tel: 0570-041173 (Navi-Dial)

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