

For Immediate Release

June 23, 2025

A buzzer developed in cooperation with intellectual entertainment unit, “QuizKnock”(\*). Includes 100 quiz cards! Enjoy real quiz battles any time while learning through quizzes.

Quiz communication toy, **“Quiz Buzzer”**

**To be launched on Saturday, July 19, 2025**

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & CEO: Akio Tomiyama, headquarters: Katsushika-ku, Tokyo) announced that **“Quiz Buzzer”** (SRP: JPY 4,950/tax included), a quiz communication toy developed with cooperation of “QuizKnock,” an intellectual entertainment unit, and which allows for the enjoyment of real quiz battles at any time is to be launched on Saturday, July 19, 2025 at toy stores, toy sections of department stores/mass retailers in Japan, online stores, TOMY Company’s official online store “Takara Tomy Mall” ([takaratomymall.jp/](http://takaratomymall.jp/)), etc.

Additionally, YouTube videos of QuizKnock members enjoying serious quizzes will be released on June 23. ([youtu.be/xIRRdBmpdJI](https://youtu.be/xIRRdBmpdJI))



**“Quiz Buzzer”** can be played by up to four people (with one person acting as the question master). The buzz-in assessment function can tell who buzzed in first, and even if a player fails to be the quickest, they’ll get the right to answer if the previous player gets the answer wrong, allowing players to enjoy real quiz battles. Close attention was paid to the sensation of pressing the buttons, as well as the quiz show-like sounds and lights. In addition, it comes with 100 cards that can be played with right away, which will liven up matches even more.



This product was born from the resonance between real feedback from employees raising children who study when it’s in the form of a quiz and QuizKnock’s concept of “Fun and Learning Go Together.” This product is both an intellectual toy that makes quiz games many times more enjoyable and has players use their brains in high gear as they play, and a communication tool that makes quizzes even more lively at party scenes and other venues. As such, it fulfills

the type of game people have wanted to try with a somewhat nostalgic design that can be enjoyed regardless of the generation.

\*What is QuizKnock?

QuizKnock is a media that fuses entertainment and intellect, managed mainly by Quiz King, Takushi Izawa. With the concept of “Fun and Learning Go Together,” the media publishes daily articles and videos that will inspire the readers and viewers to “learn” something.

### **Comment from Takushi Izawa**

Hi everyone, this is Izawa from QuizKnock! I recently tried out this buzzer with some children, and it was a huge hit. The sounds and lights really brought the quiz to life, and the kids were instantly hooked.

Back when I was in middle school, I sometimes used a calculator as a makeshift buzzer to join quizzes. Compared to that, this product makes buzzing in so much more exciting. It even has a feature where, if you get a question wrong, the next player automatically gets a chance to answer—so you can enjoy fast-paced, serious quiz play.

I’m confident that this buzzer will appeal not only to children who already love quizzes, but also to those who usually don’t have much interest in them. You can use the quiz cards we supervised, or even come up with your own questions from school textbooks and other sources.

One day, I’d love to see classrooms equipped with buzzers like this as part of everyday study. Until then, I hope you’ll enjoy plenty of quick-buzz quizzes with this product!



#### **<Example quiz questions>**



Q. How many teaspoons are in one tablespoon?

Q. When sending out a postcard, how many digits are written for the postal code?

Q. How many three-digit phone numbers are there when you have to make a call about a fire in Japan?

Q. How many chickens are there in the following Japanese tongue twister? “Niwa niwa niwa, uraniwa niwa niwa niwatori ga iru. (There are two chickens in the garden and two chickens in the backyard.)”

Q. What is the name of the tendon you stretch before exercising that is located slightly above the heel?

### **Product Outline**

Product Name: **Quiz Buzzer**

SRP: JPY 4,950 (tax included) / Launch Date in Japan: Saturday, July 19, 2025

Recommended Age: 6 years and up

Package Contents: Main unit (1), quiz cards (100)

Dimensions: W 290 mm × H 300 mm × D 50 mm

Batteries Required: 2 × AA alkaline batteries

Sales Channels: Toy stores, toy sections of department stores/mass retailers throughout Japan, online stores, TOMY Company’s official online store “Takara Tomy Mall” ([takaratomymall.jp/](https://takaratomymall.jp/)), etc.

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Product website: [www.takaratomy.co.jp/products/quizbuzzer/](https://www.takaratomy.co.jp/products/quizbuzzer/)



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