

For Immediate Release

Wireless Motion-Activated Controller Gives You Direct Fighting Control! Mini Battling RobotsLatest in TOMY's
Legendary *Omnibot* Series*Omnibot*
BattroBorg 20

On Sale July 14 (Sat)

4 Colors Available. Complete with 2.4GHz Wireless Controller. Battle Up to 20 Robots at Once!

Tokyo, Japan, June 6, 2012: On July 14, 2012 TOMY Company, Ltd. (President, Kantaro Tomiyama) will release the latest in the long line of legendary *Omnibot* robots, the *Omnibot BattroBorg 20* series of battling robots. Like all *Omnibot* predecessors, *BattroBorg 20* breaks ground by making high-end robot technology affordable and user friendly enough for everybody. *BattroBorg 20* are small robots, approximately 90mm high, with motion activated controllers which allow the users to control them “avatar” style, as they battle in boxing fashion. *BattroBorg 20* will be available at the SRP of JPY 3,990 (5% tax included) wherever toys and boys hobby goods are sold, throughout Japan.

**2-player boxing battle on the *Hexaring***(Each Robot & Controller set and *Hexaring* sold separately)***Omnibot BattroBorg* in a 4-way Battle**

Children, especially young boys, have long dreamed of being able to control their own battling robot—something only seen in very expensive, high-tech robots or in futuristic sci-fi movies. But now, Tomy has brought this 21st Century technology to the local toy and hobby shop, for all to enjoy!

Each *BattroBorg 20* comes with a 2.4GHz wireless controller, with integrated speaker which emits various swinging and punching sound effects to match the action and also acts as a charging dock for the robot. A 20 minute charge provides about 10 minutes of robot action. After charging the robot, both the controller and the robot are switched on to synchronize them, and they are ready for battle.

The controller is simple and requires no special skills, so anybody can immediately join in the fun. It has two hand-grips connected by a cable which are held, one in each hand, and are motion activated to control the *BattroBorg 20* robot in real time, “avatar style.” As the user swings a right hand punch or a left-hand hook, *BattroBorg 20* also swings, mirroring the user’s actions. The robots “follow” their punches by moving forward with each swing, so that a right swing also makes the robot move forward with a slight leftward curve. Likewise, a left swing moves the robot forward with a rightward curve. By throwing quick left-right, right-left combinations, *BattroBorg 20* will move quickly in any desired direction, throwing punches along the way. Just as in real hand-to-hand fighting, punches and movement are used strategically to either knock your opponent over or to inflict damage.

The 2.4GHz controllers provide a rapid, 2-way link with no time-lag so that a player’s actions are instantaneously mirrored by the robot and the appropriate sound effects are also instantaneously fed back through the controller. It is a smooth experience which gives the user the feeling of actually being in the battle. Players will even find themselves working up a sweat from the “boxing” action when using the motion activated controllers. Up to 20 robots can also battle simultaneously, allowing for epic scale free-for-all matches.

The basic play style is “Battle Mode.” In this mode, there are three ways to win:

1. Knockout: In Battle Mode, “damage” is inflicted by connecting direct hits to the opponent’s helmet visor, which registers each direct hit to the visor, up to five, by a change in the color of the LED indicator on a post on the back of the robot. The LED changes color from green to blue to white to yellow to “Final Warning Red.” A final fifth hit to the visor causes a K.O. buzzer to sound, temporarily incapacitating the robot.
2. Knock-down: Punching or pushing an opponent just right to knock them down is also a win.
3. Ring Out: To enhance the battle action, TOMY will be offering a 2.5cm high, 20cm wide hexagonal battle arena called the *Hexaring* (SRP JPY 1,050, incl. 5% tax). This adds the element of being able to knock your opponent out of the ring, adding another dimension to the competition.

There are also two other modes, “Onigokko Mode” (Game of Tag) and “Sparring Mode.” In Onigokko Mode, a game for 3 to 20 players, the goal is to be the last robot to not get a direct punch to the visor. Sparring Mode makes one robot move and punch automatically, so another single player can practice against it like a sparring partner.

Aside from the high-tech features, *BattroBorg 20* also allows for each user to individualize his own robot. A sheet of customizable stickers is included for decorating the robot and the helmet visor can be removed to insert a custom face, or even a photo of the player himself. Each user can create a personalized fighting machine.

BattroBorg 20, like *Beyblade* and other boys’ battle action toy hobbies, is destined to enthrall kids first in Japan, then around the world, while providing an opportunity not only for children to play, but for parents and children to play together and enjoy fun and healthy interaction. *BattroBorg 20* is certain to bring out the spirit of fun in young boys and let them act out their dreams.

Product Summary

Product Name:	<i>Omnibot Series, BattroBorg 20</i>
SRP:	Four colors: Star White, Mars Red, Earth Blue, Cosmic Black JPY 3,990 (Incl. 5% sales tax. JPY 3,800 excluding tax)
Dimensions and Weight:	Robot: W 72mm x H 90mm x D 68mm; 54g Right Controller: W 68mm x H 180mm x D 38mm; 86g (excl. cord) Left Controller: W 59mm x H 90mm x D 28mm; 30g (excl. cord)
Date on Sale in Japan:	July 14, 2012
Date on Sale Internationally:	To be announced
Target Age:	Age 6+
Product Contents:	Robot, Controller, Flag, Sticker Sheet, User Manual
Batteries Required:	4 x AA alkaline (batteries not included)
Sales Channels:	Toy and department stores, mass retailers, etc.
First Year Sales Target:	220,000 units
Copyright:	© TOMY
Website:	http://www.takaratomy.co.jp/products/battroborg



Omnibot, BattroBorg 20 (shown in Star White)

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