

For Immediate Release

July 1, 2020

**# NewNormal will be more fun with toys.**  
**Have a nice summer holiday even this year!**  
**“Family time,” “Social distance,” “Programming,” “With online contents,” “Pets,” etc.**  
**Introduction of “toys for a fulfilling life at home”**  
**in # NewNormal.**

The latest edition of “The Game of Life,” “Smash and Hit! Table Tennis Machine” suitable for exercise at home, “Somen Slider” which can be enjoyed when playing in the paddling pool, and so on.

TOMY Company, Ltd.

During the stay-at-home period, toys that offer enjoyment in the house drew attention, and assembly toys such as “PLARAIL” train toys and “ZOIDS WILD” real moving kit, and analog games earned popularity. Among these toys, “The Game of Life” became hugely popular as a “toy that you can enjoy with your family” (sales of “The Game of Life” in April grew by 40% compared with the same month last year).

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) suggests how to enjoy toys, including new products, in “new normal” for the coming summer holiday.

## Make time to play as a family more fun!

# ToyForQualityTimeWithFamily # PlayAsAFamily # CommunicationTool

As time spending with family being reviewed, **board games and analog games are now attracting attention again as communication tools for families.** In addition, “Somen Slider” helps stage a table with family and paddling pool in summer.

Analog games have come back into the limelight!



You can enjoy it as a family through communication! Make a big dream come true as the whole family! The Game of Life filled with dreams!

### The Game of Life Jumbo Dream

To be launched on July 9 JPY 3,980

Product URL:  
[www.takaratomy.co.jp/products/jinsei/product/jumbodream](http://www.takaratomy.co.jp/products/jinsei/product/jumbodream)



It brings thrilling and exciting enjoyment to the whole family!  
 The latest version from which five blackbeard pirate figures pop up!

### Super Pop-Up Pirates MAX5

Now on sale JPY 2,980

Product URL:  
[www.takaratomy.co.jp/products/kurohige/products/max5](http://www.takaratomy.co.jp/products/kurohige/products/max5)



Enjoy a family meal!  
 Also suitable for playing in the paddling pool!

Make your “family meal” fun! It can also be enjoyed when playing in the water!  
 The latest nagashi somen (flowing noodle) style!

### Big Stream Somen Slider Custom

Now on sale JPY 9,980

Product URL:  
[www.takaratomy-arts.co.jp/specials/soumenlider](http://www.takaratomy-arts.co.jp/specials/soumenlider)

## Have a simulation experience of the new normal through pretend play!

# Cashless # Delivery # Social distance

Cashless payment has come as “**LICCA Pay**” in the LICCA doll series! Food delivery services, which are becoming more and more accessible, also appear in the LICCA doll world as “**LICCA Eats.**” These items offer a simulation experience of habitual practices necessary for living from now, such as social distance, and the new normal through pretend play.



\*The dolls, dresses, Shopping panda cart and mask are not included.

Have a simulation experience of the new normal, such as “cashless payment” and “self-checkout,” through pretend play!

### “Licca Shopping Park”

Now on sale JPY 6,980



\*The doll and

A radio controller is released from “LICCA” doll series!?

Enjoy pretend play of delivery services, which have become more and more accessible!

### “Delivery scooter Licca’s eats”

To be launched on July 4 JPY 5,300

Product URL: [licca.takaratomy.co.jp/products/house/shoppingmall2020](https://licca.takaratomy.co.jp/products/house/shoppingmall2020)

Time at Home with LICCA” [licca.takaratomy.co.jp/licca\\_ouchijikan](https://licca.takaratomy.co.jp/licca_ouchijikan)  
Contents that you can enjoy at home, such as coloring and videos, have been gathered!

## Make programming fun # HomeLearning! # PlayWithToys

These items enable you to **enjoy learning programming at home**, which has been a focus of attention since the programming class was made compulsory at elementary schools.



Let’s build a robot using cardboards and objects around you, and operate it through programming!!

### embot

Now on sale JPY 6,000

Product URL: [www.takaratomy.co.jp/products/omnibot/embot](https://www.takaratomy.co.jp/products/omnibot/embot)



Enjoy programming with “**DORAEMON!**”  
Kimidake no Tomodachi (Your Special Friend)  
DORAEMON with U

To be launched on August 8 JPY 19,800

Product URL: [www.takaratomy.co.jp/products/omnibot/doraemon\\_withu](https://www.takaratomy.co.jp/products/omnibot/doraemon_withu)  
Video URL: [youtu.be/gKCEvZOI3BE](https://youtu.be/gKCEvZOI3BE)

## Feel fresh at home! Relieve stress with amusement! # ExerciseAtHome

You can **feel happy and fresh** by doing physical exercise even at home with the table tennis machine or racing as a family using your house as a circuit.



Feel fresh!  
Smash!

Officially recognized by Japan's "T.LEAGUE"! This table tennis machine can be used on various occasions from playing at home to having a match.

### Smash and Hit! Table Tennis Machine

**Now on sale** JPY 6,980

Product URL:  
[www.takaratomy-arts.co.jp/specials/bakuretsu\\_smash](http://www.takaratomy-arts.co.jp/specials/bakuretsu_smash)



A "giga high-speed" acrobat radio-controlled car for indoor use!  
This all-in-one set provides the enjoyment of tornado driving.

### GIGA STREAM Tornado Course Set

**Now on sale** JPY 5,400

Product URL:  
[www.takaratomy.co.jp/products/gigastream](http://www.takaratomy.co.jp/products/gigastream)

GIGA STREAM x craft is more fun! Wakuwaku-san suggests an easy hand-made course!  
[www.takaratomy.co.jp/products/gigastream/wakuwaku.html](http://www.takaratomy.co.jp/products/gigastream/wakuwaku.html)

## Transform yourself with online contents! # ToyVideo # DreamWorld

While enjoying videos which children can go crazy about through **online live shows**, DVDs, video services, and so on, they can also experience their dream world or transform themselves into heroes and he



“Tomica” that parents and their children can enjoy playing with has been loved for 50 years. The miniature car has become a combination robot!

**Tomica Kizuna Gattai EARTH GRANNER (Tomica Bond Combination EARTH GRANNER)**

“EG02 EARTH GRANNER EAGLE SHARK” (Left)

“EG01 EARTH GRANNER LEO CHEETAH” (Center)

“HERO CHANGE GEAR EARTH BRACE”

(Top right)

“TRIPLE CHANGE GEAR EARTH HANDLE” (Lower right)

**Now on sale** EAGLE SHARK/LEO CHEETAH: JPY 6,800 each  
EARTH BRACE: JPY 4,980, EARTH HANDLE: JPY 3,980

Product URL: [www.takaratomy.co.jp/products/tomica/earthgranner](http://www.takaratomy.co.jp/products/tomica/earthgranner)

The animation is now streamed through missed-program webcast! YouTube “Takara Tomy Channel” [www.youtube.com/user/takaratomychannel](http://www.youtube.com/user/takaratomychannel)

“Enjoy Tomica and PLARAIL at home” Contents that you can enjoy at home, such as coloring and videos, have been gathered!

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

Finally “Police×Heroine Lovepatrina!” will be aired from Sunday, July 26! The items change you into Lovepatrina!

**Lovepatshuffle DX**

**To be launched on July 30** JPY 5,980

Product URL: [lovepatrina.jp](http://lovepatrina.jp)

Perfect items that transform you into the princess you have wanted to be now!!

**Frozen 2 Light up Premium Dress (left)**

**Tangled The Series Stylish Dress/Let’s Sing Together ♪ Musical Guitar (right)**

**Now on sale** JPY 7,400 Dress: JPY 3,800/Guitar: JPY 4,600

Product URL

Frozen:

[www.takaratomy.co.jp/products/disney/anayuki/dress.html](http://www.takaratomy.co.jp/products/disney/anayuki/dress.html)

Rapunzel:

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

## Perfect as your new family member and friend! # HealingAtHome # Pet # Animal

It is said that **demand from people who turn to pets for healing has been growing** these days. We offer healing even to those who have difficulty having a pet due to the housing situation or other reasons, **with pet toys and character items.**

Third product of the hugely popular toy with a liquid crystal display! Let's go into the Sumikko world by operating it with a special stick!

### Sumikkogurashi Sumikko Catch

**To be launched on July 18** JPY 5,980



Product URL:

[www.takaratomy.co.jp/products/sumikko/goods/game.html](http://www.takaratomy.co.jp/products/sumikko/goods/game.html)

Just like a real baby with expressive reactions! This is a caring plush toy that adorably "sleeps" with its eyes closed.

### Dakosite Nerun (Cozy Dozy) Cookie Bear

**Now on sale** JPY 5,980



Product URL:

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

## Creative toys that you can be absorbed in making

### # Absorbed # ParentsAndChildrenMakeTogether

Toys for which you can stretch your imagination and shape a view of the world keep not only children but also adults **absorbed** and make them forget the time.



Try various layouts using plenty of items in the set!

### PLARAIL Lots of cool stuff! SHINKANSEN BULLET TRAIN 700S CONFIRMATION TEST TRAIN 3D LAYOUT SET

**Now on sale** JPY 5,500

Product URL:

[www.takaratomy.co.jp/products/plarail/tettei/set/n700s/index.htm](http://www.takaratomy.co.jp/products/plarail/tettei/set/n700s/index.htm)



Miniature car playtime will change! From collection to SNS!

Go for "SNS-worthy" photos through visual scene play!

### TOMICA LIMITED VINTAGE Diocolle 64 # CarSnap car wash

**To be launched in July** JPY 4,600

\*Recommended Age:  
15 years and up

Product URL:

[minicar.tomytec.co.jp/carsnap](http://minicar.tomytec.co.jp/carsnap)

Video URL:

[youtu.be/UPtfe2FwNuE](https://youtu.be/UPtfe2FwNuE)



Ultra-large ZOIDs which is the largest and heaviest of the series!

The toy contains super-powerful cannon fire action gimmicks!

### ZOIDs WILD "ZW44 ZERO GRIZIS"

**To be launched on August 8** JPY 8,500

Product URL:

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

The animation is now streamed through missed-program webcast!

YouTube "Takara Tomy Channel"

[www.youtube.com/user/takaratomychannel](https://www.youtube.com/user/takaratomychannel)

© TOMY ©1968.2020 Hasbro. All Rights Reserved. ©nepia ©Fujiko-Pro. Shogakukan. TV-Asahi, Shin-ei, and ADK

© TOMY/EARTH GRANNER • Television Osaka © TOMY,OLM/LP Project,TV TOKYO ©Disney

©2020 San-X Co., Ltd. All Rights Reserved. ©2018 Moose. All rights reserved. © TOMY/ZW, TX

© TOMY Approved by Central Japan Railway Company

\*Tax not included in all the prices.

★See product information from here.★

- TOMY Company Official Website: [takaratomy.co.jp](http://takaratomy.co.jp)
- T-ARTS Company Official Website: [takaratomy-arts.co.jp](http://takaratomy-arts.co.jp)
- TOMY Company's official online store "Takara Tomy Mall" : [takaratomy-mall.jp/shop](http://takaratomy-mall.jp/shop)
- TOMYTEC Official Website: [www.tomytec.co.jp](http://www.tomytec.co.jp)
- TOMY Company Official YouTube Channel "Takara Tomy Channel" : [www.youtube.com/user/takaratomychannel](http://www.youtube.com/user/takaratomychannel)

**For press inquiries, please contact:**

Public Relations Division, TOMY Company, Ltd. Tel: 03-5654-1280 Fax: 03-5654-1380

Public Relations, Business Planning Department,

T-ARTS Company, Ltd. Tel: 03-5680-4837 Fax: 03-5680-4918

Sales Division, TOMY TEC CO., LTD. TEL 03-3696-6149 / FAX 03-3696-6193

**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)

TOMY TEC Customer Service (Japanese only) TEL : 03-3695-3161