

News Release

For Immediate Release



July 27, 2020

TOMY Company, Ltd. and San-X Co., Ltd. collaborate on developing a new character “Nyakkoisland”!

Is it a cat? Is it a sea otter? You will feel relaxed at home with “Nyakko”♪

Sings popular TV commercial songs that everyone knows!

A new sensation musical pet “Sing! Nyakkoisland”

To be launched Thursday, September 10, 2020!

WEB animation series begins airing Monday, July 27!

TOMY Company, Ltd.
San-X Co., Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushiska-ku, Tokyo) and San-X Co., Ltd. (Representative Director & President: Hiroshi Chida, headquarters: Chiyoda-ku, Tokyo) collaborated on developing a **new character “Nyakkoisland”**.

TOMY Company is in charge of character commercialization and the contact point for licensing business, while San-X is in charge of character design and production*1.

As the first commercialized products of “Nyakkoisland”, TOMY Company is releasing two types of **new sensation musical pet**, “Sing! Nyakkoisland MIKE Nyakko (orange)” and “Sing! Nyakkoisland SORA Nyakko (light blue)” (SRP: JPY 2,980/tax not included) on Thursday, September 10, 2020 at toy stores, toy sections of department stores and mass retailers nationwide, online stores, and TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp), etc.

“Nyakkoisland” WEB animation series will begin airing on Takara Tomy official YouTube channel (www.youtube.com/user/takaratomychannel) from Monday, July 27. Cute sub-characters will also appear, enlivening the world of “Nyakkoisland”.



Character “Nyakkoisland”



A new sensation musical pet “Sing! Nyakkoisland”

(*1) This is a project by “San-X Character Pro Friends” (character production) by San-X which has developed many popular characters such as “Sumikkogurashi”. “San-X Character Pro Friends” is a project in which San-X produces characters for various companies.

“Sing! Nyakkoisland” is a new sensation musical pet which is palm-sized (roughly 8 cm height), and after attaching a shell or seaweed in the character’s hands, it sings songs when you squeeze its soft tail.

The character reacts by making sounds when its tail is squeezed or its nose or whiskers are touched. “Nyakko” gets angry if you touch its whiskers too much, and laughs if you tickle its tail, as we focused on conveying the cuteness of “Nyakko”.

In addition, songs include classic songs, nursery rhymes, popular songs in TV commercials (Hino Motors, S.T. CORPORATION, and others), and rock band X Japan’s “Kurenai (Crimson)”. They are popular songs which appeal to a wide audience from children to adults.



Click here for the “Nyakkoisland” WEB animation series!

URL: <https://youtu.be/30XDIF13vJY>

♪ Character settings ♪

◆Development background

“Nyakkoisland” was selected from over 20 character proposals.

“Nyakkoisland” is a character that mixes the classic motif of cats with sea otters, set in a natural setting of an island and the sea. It is a relaxed, optimistic character: “I survived meow♪”, designed to evoke empathy from modern day people.

◆World of “Nyakkoisland”

Once upon a time there were creatures called “Nyakko” who loved to sing. “Nyakko” was thought to be extinct, but it was discovered on a remote island. Its name was “Nyakkoisland”. “Nyakko” apparently survived by communicating through singing.



“Nyakkoisland”




“Nyakko”

"Nyakko" was discovered on a certain island.


So exactly where is "Nyakko island"?!
 "Nyakko", which was thought to be extinct, was discovered by an expeditionary party. The location was "Nyakkoisland", a remote island at the end of the world.
 When the expeditionary party was asked about the condition in which "Nyakko" was discovered, members replied "They were leisurely swimming while singing." Also, when a zoologist was asked how they survived extinction, he replied "They survived by communicating through singing."
 "Nyakko", whose ancestors are said to be cats (neko) and sea otters (rakko), is talented at singing, and we have a hunch that a boom may occur.

Living fossils, the great discovery of the century!
 Its ancestors are said to be cats (neko) and sea otters



~ The evolution of Nyakko ~

However, after a very long time, the land and the sea were divided, and Nyakko evolved into different creatures...



*The "ko" at the end of neko (cat) and rakko (sea otters) may be a remnant from the "ko" in "Nyakko".

♪ How to play ♪

(1) Power on



(2) Attach your favorite shell or seaweed



(3) Start playing♪

You can play along with the rhythm because you can hear each note by squeezing the tail.

By touching the whiskers or nose, you will hear instrument sounds or shouts.



(4) Change the shell or seaweed

Replacing the shells and the seaweed will change the song and the voice. There are over 50 songs and lines. For example, if you put on the Mermaid shell, Nyakko will sing in a beautiful mermaid-like voice. This beautiful voice has been recorded by a vocalist, allowing you to enjoy an authentic song.

<MIKE Nyakko>

By changing the shell or seaweed, songs and singing voices change!

 Normal shell	 Low-keyed seaweed
[Songs] Nyakko's theme song Secret songs and others	[Songs] Soran Bushi (folk song) and others
 Mermaid shell	 Sleeping shell
[Songs] Amazing Grace and others	[Songs] Twinkle Twinkle Little Star and others

<SORA Nyakko>

By changing the shell or seaweed, songs and singing voices change!

 Normal shell	 Rockin' seaweed
[Songs] Nyakko's theme song Secret songs and others	[Songs] Crimson and others
 Lovely shell	 Aloha shell
[Songs] Stepped on a Cat and others	[Songs] Aloha 'Oe and others

The songs sung by “Nyakko” include those in popular TV commercials that will have you humming along.

- ◆S.T. CORPORATION SHOSHURIKI air freshener song “La La La La~♪ Sho ~Shu~ Riki~♪”
- ◆HINO MOTORS Hino Dutro “♪ Ton Ton Ton Ton Hino No Ni Ton”

♪**Sleep function:** Press on the nose for about 5 seconds and “Nyakko” will go to sleep. Before going to sleep, “Nyakko” will give you a sleepy voice.

♪**Grumpy mode:** If you stroke the whiskers for a long time (3 seconds or more), “Nyakko” becomes grumpy. In that mode, if you play by touching its tail, it will sing in a grumpy voice.



◆**Collaboration with the companies of the TV commercial songs: Twitter campaign will be launched!**

• Overview: From September 10, we will launch a “Nyakkoisland Release Commemorative Campaign” on [Takara Tomy official Twitter page](#).

We will hold a follow and re-tweet campaign for 25 (Nyakko, wordplay on the Japanese word for twenty five) people to receive luxurious prizes from collaboration companies of the commercial songs, Hino Motors, S.T. CORPORATION and TOMY Company.



Hino Motors

“Mini cars with anti-crash sensors”



S.T. CORPORATION

“SHOSHURIKI
(For the entranceway/living room/DEOX)”



TOMY Company

“Sing! Nyakkoisland”

◆ **About WEB animation**

• A short animation based on 4-frame cartoon will be released from Monday, July 27.

“Takara Tomy Channel” (WEB animation series link: <https://youtu.be/30XDIF13vJY>)

Sub-characters who live on “Nyakkoisland” will also appear, enlivening the “world of Nyakkoisland”.

They are scheduled to be released every Monday, for a total of 8 episodes.



◆ **About special movie**

• A live-action version special movie will be released on Monday, July 27.

“Takara Tomy Channel” (Special movie link: <https://youtu.be/d2E613UIeLk>)

It is a story of an expeditionary party discovering “Nyakkoisland”, providing a comical introduction of the toy.

In addition, a round two special movie will be released on Thursday, September 10, the product launch date.



<Product Outline>

Product Name: “Sing! Nyakkoisland”

Product types: two types: “MIKE Nyakko” (orange) / “SORA Nyakko” (light blue)

SRP: JPY 2,980 each (tax not included)

Launch Date in Japan: Thursday, September 10, 2020

Recommended Age: 6 years and up

Package Contents: MIKE Nyakko set contents: MIKE Nyakko character, Normal shell, Low-keyed seaweed, Mermaid shell (1 each), instruction manual (1)

*Limited first edition comes with an additional Sleeping shell (1)

SORA Nyakko set contents: SORA Nyakko character, Normal shell, Rockin’ seaweed, Lovely shell (1 each), instruction manual (1)

*Limited first edition comes with an additional Aloha shell (1)

Dimensions: W 680 mm × H 800 mm × D 500 mm

Weight: Approximately 72 g

Sales Target: 50,000 units per year

Sales Channels: Toy stores, toy sections of department stores/mass retailers throughout Japan, online stores, selected bookstores, TOMY Company’s official online store “Takara Tomy Mall” (takaratomy.com), etc.

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Official Website: www.takaratomy.co.jp/products/nyakkoisland



“Sing! Nyakkoisland” MIKE Nyakko



“Sing! Nyakkoisland” SORA Nyakko

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