

For Immediate Release



March 9, 2021

Challenge the University of Tokyo brain using ten competencies!

Supervised by “QuizKnock,” a team led by University of Tokyo graduate Takushi Izawa
Play with ten different mind sports that make you beat your brains out

3D block game “Smart Blocks10”

To be launched on Thursday, April 22, 2021

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release the 3D block game “Smart Blocks10” (SRP: JPY 3,278/tax included) on Thursday, April 22 at toy stores, toy sections of department stores and mass retailers nationwide, online stores, certain bookstores, and TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp), etc.

This product is **a 3D block game, supervised by “QuizKnock”** (*), a team of intellectuals from the University of Tokyo, led by a graduate of the same university, Takushi Izawa, who appears on many quiz shows as a TV personality. You can play a total of ten different games including “CHOKKAKU” (a tower game in which players stack up blocks on their corners like a tower) and “JINTORI” (a strategy game in which players try to expand their bases on a large sheet). Some games require additional items included in the product, such as cards and sheets. Different competencies will be required for each game. Players can play the game using ten different competencies, including “calculation,” “decisiveness,” and “spatial perception,” as well as “logical thinking” and “cooperativeness.” The games may be enjoyed alone or with others, and the product is fit for all generations, either as an educational toy that make you beat your brains out while playing, or as a party game that will liven up the communication among families and friends.



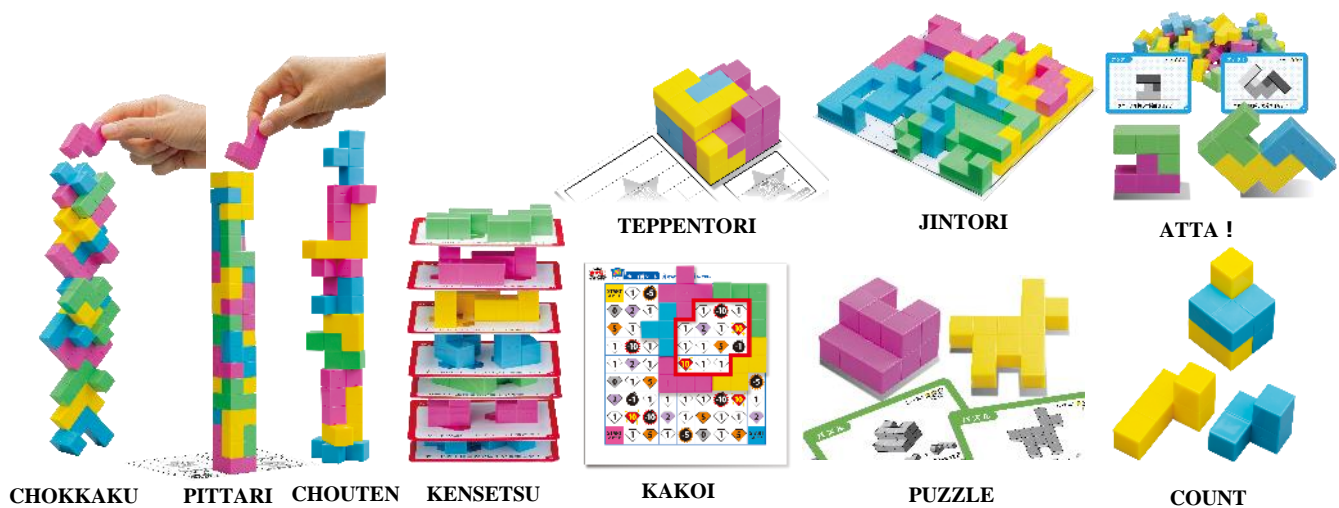
See the video from [here](#)



View of QuizKnock members playing with the product

In planning this product, we requested “QuizKnock,” a media that fuses entertainment and intellect, to supervise the development, because we were inspired by their concept of “**Fun and Learning Go Together.**” In adjusting the rules of each game and game balance as well as setting the competencies used in each game, the “University of Tokyo brains” of QuizKnock members were utilized to their fullest extent.

QuizKnock’s comment: Hi everyone! We’re QuizKnock. We worked together with TOMY Company to come up with ten different games so you can all enjoy! Each of them will make you beat your brains out, so we hope you will play them repeatedly with your families!



■■■Recommendation from Toshiyuki Shiomi, professor emeritus at the University of Tokyo ■■■

“Smart Blocks10” is a new type of analog game, with which children can nurture a competency to form three-dimensional shapes and the fundamentals of geometry that will lead to “mathematical competency,” while playing fun games.

Through repeated playing that combines ten kinds of differently-shaped 3D blocks in a variety of ways, you can nurture important fundamentals for learning mathematics without realizing it, including “the competency to visualize three-dimensional shapes in head,” which is difficult to nurture in daily lives. Anticipating outcomes and using imagination to play the games will develop creativity and ingenuity, also nurturing the fundamentals for learning subjects other than mathematics. By playing the ten types of games repeatedly, it is expected that children will develop logical thinking and judgment. This will also serve as a training to foster “computational thinking*,” which has been an issue at schools.

I hope many children will grow up with expertise in mathematics and programming in the future.

* A competency to logically think about what kind of combinations of movements are required, how best to combine the symbols that correspond to each movement, and how the combinations of the symbols should be improved to more accurately achieve the intended activities, in order to achieve a series of intended activities. Excerpt from “Guide to Programming Education at Elementary Schools (Third Edition)” by the Ministry of Education, Culture, Sports, Science and Technology

[Product Outline]

“Smart Blocks10”

SRP: JPY 3,278 (tax included)

Launch Date in Japan: Thursday, April 22, 2021

Recommended Age: 6 years and up

Package Contents: 40 blocks (10 types × blue, yellow, green, pink), 40 cards, 1 die, stickers for the die, 1 sheet for TEPPENTORI and PITTARI, 4 sheets for KAKOI, 1 sheet for JINTORI, instruction manual

Dimensions: Approx. W 115 × H 250 × D 100 mm (package)

Sales Target: 100,000 units

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/block10