



August 18, 2021

Give "Ami-chan" as a Gift for
Respect for the Aged Day!

Recognizes your face with image recognition AI!

Achieves special communication just for you

"My baby Ami-chan,"

a communication doll for seniors equipped with a facial recognition system

To be launched on Friday, August 27, 2021

Calls you by name, recognizes clothes you are wearing now, and speaks a variety of lines of approximately 2.5 billion combinations

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release a communication doll for seniors equipped with a facial recognition system, "My baby Ami-chan" (hereinafter "Ami-chan") (SRP: JPY 27,500/tax included), on Friday, August 27, 2021 at TOMY Company's official online store "Takara Tomy Mall." In addition, "Ami-chan" will be displayed at TSUTAYA ELECTRICS + (Plus), a next-generation showroom in Futako Tamagawa, for a limited time only from Wednesday, August 18 through Thursday, November 4.

"My baby Ami-chan" is a doll for seniors with communication features adapted to each owner that recognizes faces with an **AI-powered image recognition chip**. "Ami-chan" is 30 cm tall when seated, a perfect size for cuddling. When an owner holds her in the arms, the brooch on her chest recognizes the face and colors, and she calls the owner by the name, notices the colors of the clothes he/she is wearing, and speaks special lines. Furthermore, she can make conversations that are appropriate for the season, date, and time with a calendar function, celebrate birthdays, and has a variety of skills such as singing songs and playing tongue twisters.

Moreover, the voice of "Ami-chan" is a recorded voice of a girl, so that owners can feel a sense of intimacy. Special attention was given to create a feeling of warmth, unlike robotic voices produced electronically. You can enjoy conversations such as "I want to get on your lap" and "Eat various kinds of food like vegetables, fish, and meat." The frequency of your care of and interaction with "Ami-chan" changes her reaction and the contents of conversations.

About "Ami-chan"'s calling of the owners' name, which is a characteristic feature to "Ami-chan," Professor Kikunori Shinohara of Suwa University of Science says: "When "Ami-chan" calls your name, your brain gets activated instantly. This may activate your brain more than regular communication. Singing songs with her also considerably activates the prefrontal area, which is the target of brain exercises, so please enjoy playing with "Ami-chan" to heal and train your brain."





Furthermore, we paid special attention to making “Ami-chan” a doll with a cute look even adults will love. The first point we are particular about is her hair. We adopted the doll hair of “LICCA dolls,” much-loved dress-up dolls with over 50 years of history at TOMY Company. You can comb her hair, put on ribbons, and style her hair as you wish. The second important point is that you can dress her up. You can change her clothes, enjoy dressing her up with pretty clothes sold separately and make unique clothes with a special dress pattern.

(Download the pattern for “Ami-chan” from here:

www.takaratomy.co.jp/products/amichan/pdf/katagami01.pdf)

TOMY Company has released the “Omnibot+” series of robots for enjoying communication. Among their users, the ratio of those aged 65 or older tops 40% (*1). Having realized that there is demand for communication products targeting seniors, we began planning and developing “Ami-chan.” In the future, we will expand this new category of products under the banner of “TOMY Company’s Lovely Family,” along with “Parakeet the Genius” which is now on sale.

A survey by the Cabinet Office (*2) shows that, among seniors aged 65 or older, roughly six million live alone. Recently, due to the impact of COVID-19, there have been fewer opportunities to see family members who live in different households, friends, and acquaintances, which has created concerns over social isolation. Changes in lifestyles have progressed in other ways as well. TOMY Company is aiming to further expand its business that targets seniors, based on our desire to bring smiles to all seniors in addition to children, utilizing the know-how on playful mind of toys we have developed, such as dress-up dolls and talking robots for enjoying communication. We will strive to develop products for elderly parents and friends living far away, whom you cannot see amid the recent circumstances in which people refrain from going out, to provide entertainment in their daily lives.

(*1): Based on TOMY Company’s questionnaire targeting customers who purchased “Robi jr.” and “My Room Robi”

(*2): Source of the survey by the Cabinet Office: Based on the figures shown in Table 3 “Number and Percentage of Households with Heads Aged Over 65/75 Years by Family Type” on page 6 of Outline of Results, “Household Projections for Japan : 2015-2040,” National Institute of Population and Social Security Research

<Features of the Product>

◆“Ami-chan” recognizes your face and talks just for you

When held in your arms, “Ami-chan” recognizes your face and calls you by name before talking. She recognizes your words and responds to what you say. With the color recognition system, she can also make different conversations according to colors, in addition to face recognition.

<Sample conversations>

- ◆“XXX-san, I love you!”
- ◆“Show me the clothes you’re wearing today to “Ami-chan!”
“It’s such a cool color combination! You look so fabulous in blue!”
- ◆“I’ve colored this painting beautifully. Isn’t it great?” “He he, I’ll tell everyone all about it!”

You can also choose a suffix to your name “Ami-chan” calls

- Mom • Mummy • Grandma • Granny • Sister • Chan/San
- Dad • Daddy • Grandpa • Gramps • Brother • Chan/San



◆The contents of “Ami-chan”’s conversations change depending on date and time, detection of the cuddling sensor, and the frequency of cuddling her.

With the combination of approximately 1,600 words, you can enjoy a wide variety of chit-chat (lines), approximately 2.5 billion variations. “Ami-chan” recognizes some phrases through voice recognition. When you speak back to her with phrases that correspond with her chit-chat, “Ami-chan” will respond accordingly to move the conversation along. In addition, she is equipped with a cuddling sensor. If you cuddle her every day, she will become pampered. If you don’t cuddle her often, she will get lonely.

<Sample conversations>

◆ Conversations according to the season and time by utilizing the calendar function

“Today is the Hinamatsuri (Japan’s Doll Festival). Take a photo of “Ami-chan” as well!” “Can you see the stars?”
“Today is your birthday! Happy birthday! So happy to be with you!” and more

◆ Conversations to remind you of your memories

“Would you tell me about something you’ve treasured as a kid?” and more

◆ When she is pampered

In high spirits: “Hey, listen, listen to “Ami-chan!” “Thank you so much for everything!” and more
Seeking attention: “Hug me, hug meee” “Stay with me now and forever”

◆ When she is lonely

Being worried: “Aren’t you tired?” “Don’t push yourself too hard” Being lonely: “I’m a bit lonely…”
“I see you’re busy”

◆Many other features than chit-chat for livening up the time to spend together

She can sing 40 different songs, including nursery rhymes and songs for schoolchildren. You can also lull her into sleep in your arms.

<Sample conversations>

◆ Songs: 40 songs “Moshimoshi Kameyo^{*1},” “Musunde Hiraite^{*1}” and more

◆ Tongue twisters: 35 types “Let’s practice together! Namamugi Namagome Namatamago^{*2}”

◆ Lulling her into sleep: When you hold “Ami-chan” in your arms and give her a swing, she says “I’m getting sleepy” and close her eyes to go to sleep

*1 Japanese nursery song

*2 Japanese tongue twister



Message from Professor Kikunori Shinohara of Suwa University of Science

When we studied the brain activities of people who are chatting with “Ami-chan,” we discovered that the **prefrontal area**, which is the target of brain exercises, **gets activated** in addition to the language center. In addition, we saw the temporo-parietal junction getting activated, which is related to imagination and inferring other people’s intent. It seems that “Ami-chan” would be helpful for supplementing communication, which tends to be lacking among seniors. In particular, **when “Ami-chan” calls you by name, the areas of your brain associated with attention gets activated, and the activity in the parietal association area, related to spatial recognition, increases significantly.** This suggests that more brain activation than in-person communication may be expected.

As well, when singing songs, the prefrontal area, the language center, and the temporo-parietal junction get activated, and the activity was particularly strong in the right temporal lobe which keeps the rhythm. Thus, I recommend playing with “Ami-chan” when it is difficult to go out.

<Product Outline>

Product Name: “My baby Ami-chan”

Launch Date in Japan: Friday, August 27, 2021

SRP: JPY 27,500 (tax included)

Package Contents: Main unit, instruction manual, comb *Batteries sold separately: Uses 4 × C alkaline batteries

Dimensions: 200 (W) × 300 (H) × 200 (D) mm (when seated)

Package Size: 260 (W) × 330 (H) × 230 (D) mm

Weight: Approximately 1 kg (including batteries)

Sales Channels: TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp)

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Product Website: www.takaratomy.co.jp/products/amichan

Sales Target: 50,000 units (per year)

<Product development in the business targeting seniors>

TOMY Company has released “Parakeet the Genius” (SRP: JPY 8,800/tax included), a palm-sized and really smart parakeet-type robot, in August 2020. The product in a new color, the blue version, will be released on Friday, August 27, 2021.



*Chatty pet with an old-timey feel for
livening up your daily life*

■Chit-chat and singing

This parakeet features fun chit-chat and singing, including talking, witty self-remarks, nostalgic nursery rhymes and songs for schoolchildren, and the healing bird mode with a bird’s humming and murmur of a stream.

■Tells you the temperature and humidity

This parakeet also tells you low or high temperature and humidity. When the temperature is high, it speaks lines such as “Danger! Danger! Too hot!” Its lines will change according to the room environment.

■Brain exercises

Furthermore, this parakeet gives you a variety of brain exercise quizzes, including rock-paper-scissors stretches, body stretches, arithmetic quizzes, memory stimulation quizzes, and sequence number quizzes. Examples: “What did you eat for supper on the day before yesterday?” “What’s one plus three plus five?” and more

*Batteries are sold separately. Uses 2 × AAA alkaline batteries

For press inquiries, please contact:

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For product inquiries from consumers, please contact:

TOMY Customer Service (Japanese only) Tel: 0570-041031 (Navi-Dial)