



For Immediate Release

March 8, 2022

An augmented yoyo becomes an artistic media tool for social media!

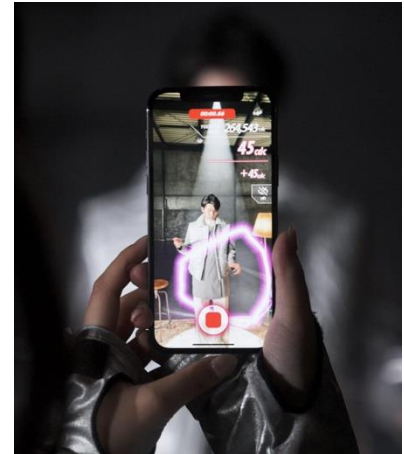
An innovative entertainment toy that fuses together a yoyo and AR effects

“MUGENYOYO” to be launched on Thursday, May 26, 2022

The first toy in Japan to connect with TikTok via a special app!

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release “MUGENYOYO” (SRP: JPY 5,940/tax included), an innovative entertainment toy that fuses together a motorized yoyo and AR effects, on Thursday, May 26, 2022. Crowdfunding for the product will begin on Tuesday, March 8, 2022 on CAMPFIRE^(*), and pre-orders will be accepted from April 2022 on TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp). [URL for advance pre-orders on CAMPFIRE] camp-fire.jp/projects/view/544776



“MUGENYOYO” is an innovative entertainment toy for you to enjoy playing yoyo, recording videos using AR effects, and posting them on social media. An old-fashioned yoyo is given a digital update for a new playing style where you can use the yoyo together with a smartphone camera app to have fun.

The yoyo main unit is equipped with an electric motor so that even novice players can try a variety of tricks right away. Players can record cool videos with the GRAFIX AR effects that move along with the yoyo in real time by holding the yoyo over a smartphone and using the special app. The videos can be saved on the smartphone and shared on social media with others to have fun.

In addition, you can earn experience points called cdc (Cadence)^(*) by doing skills training while recording videos. New GRAFIX will be unlocked on your app as you earn more cdc (Cadence), so you can enjoy creating a wider variety of videos as you reach higher levels. You can check the ranking of your cdc (Cadence) score on your app, so you can compete with your rivals for a higher score and master your tricks.

Furthermore, the special app connects seamlessly with the short movie platform TikTok with a direct link between the app and TikTok, so you can post the performance videos you recorded with music and comments. Players can get a lot of attention on TikTok with performance videos with AR effects. This is **the first toy in Japan to connect with TikTok via a special app.**

On Tuesday, March 8, a promotional video starring **world-famous yoyo players** and **Noah Sato**, who has an avid fanbase on social media, will be released on the “MUGENYOYO” official website, official TikTok, and other outlets. The video will convey how cool “MUGENYOYO” is and how much fun it is to share videos on social media.

[MUGENYOYO PV] youtu.be/kq8RMgov0dw

“MUGENYOYO” has been planned and developed with the theme of *digitoyment*, a fusion of “digital,” “toy,” and “entertainment.” TOMY Company will continue leveraging its technology, imagination, and quality that have been fostered over the years to create futuristic thrill and excitement made possible by cutting-edge technology and the power of toys.

- (*1) Products ordered through CAMPFIRE are scheduled to be delivered before the launch date in Japan (Thursday, May 26).
- (*2) cdc (Cadence): Experience points calculated based on the length of time the AR effects are displayed when recording on the app, movement speed and distance, and other factors.

Outline of “MUGENYOYO”

○ A motorized yoyo that even a first-time player can start playing instantly and indefinitely!

The yoyo will continue to spin on a powered motor, so you can instantly enjoy a “long sleeper,” a trick to spin the yoyo at the end of the string for a long time. You can also easily return the yoyo back to your hand by adjusting the position of the tube. Even novice players can try some tricks right away, and there are unique tricks only possible with a motorized yoyo. The yoyo is rechargeable, and both sides of the body light up in red with LEDs when it spins, hyping up your performance.



○ Record cool performance videos with a special AR app and share them on social media!

The yoyo main unit has a built-in NFC tag. Once the special AR effect camera app (MUGENYOYO App) on your smartphone recognizes the NFC tag in your yoyo, it unlocks the app functions. When the camera is on, the app will respond to the color of light emitted from the LEDs on the yoyo and display the GRAFIX AR effects along the yoyo’s trajectory in real time, adding a cool visual element to your videos. The recorded videos can be saved on the smartphone and shared on social media with others to have fun.

The design of the app has an edgy feel with a mix of street culture and cyberpunk, which will immerse players in the performance.



Hold a smartphone over the yoyo to unlock the special AR app functions



Select a GRAFIX effect and record and save performance videos



Share finished videos on social media

- Please check the official website (www.takaratomy.co.jp/products/mugenyooyo) for information on when the special AR app will be available for download and recommended devices.
- Please note that the recommended age for social media apps on which videos are posted may be different from the recommended age for the AR app (8 years and up). Please refer to the terms and conditions, privacy policy, and other terms of use for each social media app.

[Earn more cdc (Cadence) to level up! Unlock a wide variety of GRAFIX!]

There are more than 40 GRAFIX AR effects that even novice players can easily enjoy, from effects that run along the trajectory of the yoyo to video game-like effects for improving your skills. Players will start with five different effects, and they can earn more and more experience points called cdc (Cadence) by doing skills training while recording videos. Leveling up and completing missions will unlock new GRAFIX. You will be able to create a wider variety of videos with more AR effects as you reach higher levels, making the recording of yoyo performance even more fun.

You can check the ranking of your cdc (Cadence) score on your app, so you can compete with your rivals for a higher score and master your tricks.



○ **The first toy in Japan to connect with TikTok via a special app**

“MUGENYOYO” connects seamlessly with TikTok. After recording videos on the special AR app, you can press the TikTok button on your app to jump straight to the editing page of your TikTok account. You can then easily post your videos on TikTok with music, comments, hashtags, and more.



Key visual

<Product Outline>

Product Name:	“MUGENYOYO”
SRP:	JPY 5,940 (tax included)
Launch Date in Japan:	Thursday, May 26, 2022
Recommended Age:	8 years and up
Package Contents:	MUGENYOYO × 1, spare string × 1 USB cable × 1, instruction manual × 1
Dimensions:	MUGENYOYO main unit W 57 × H 57 × D 45 mm
Sales Channels:	Crowdfunding on CAMPFIRE begins on Tuesday, March 8, 2022 [URL for advance pre-orders] camp-fire.jp/projects/view/544776
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Website:	www.takaratomy.co.jp/products/mugenyoyo
TikTok Official Account:	www.tiktok.com/@mugenyoyo



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