

Canon mirrorless camera “EOS R5” | TRANSFORMERS

First collaboration with a camera manufacturer! Looks just like a real camera?!

The popular mirrorless camera transforms into OPTIMUS PRIME

“Canon/TRANSFORMERS OPTIMUS PRIME R5”

To be launched on Saturday, February 25, 2023

- Pre-orders start today, Wednesday, August 10, 2022 -

TOMY Company, Ltd.



“Canon/TRANSFORMERS OPTIMUS PRIME R5”

Photo on left) “Robot mode” Photo on right) As a camera “EOS R5 mode”

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will launch “**Canon/TRANSFORMERS OPTIMUS PRIME R5**” (SRP: JPY 19,800/tax included), a toy robot that completely transforms a camera into “OPTIMUS PRIME,” as a collaboration between the shape changing robot characters “TRANSFORMERS” and Canon Inc.’s mirrorless camera “EOS R5” on Saturday, February 25, 2023. The toy will go on sale nationwide in toy stores, toy sections of department stores/mass retailers in Japan, online stores, and TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp), etc.

In addition, we will simultaneously release the “**Canon/TRANSFORMERS DECEPTICON REFRAKTOR R5**” as a Takara Tomy Mall limited edition. We will begin accepting pre-orders for both products at “Takara Tomy Mall” (takaratomymall.jp) from Wednesday, August 10, 2022.

“TRANSFORMERS” is developed on the concept of being “Robots in disguise” = robots are all around us, with the potential for freely transforming moving every possible object. To make these dreams and hopes more familiar and to generate excitement and delight in the potential for everything to be a robot, we have collaborated with other companies since 2005 as way to better convey the reality by appealing to the world view of “TRANSFORMERS” beyond the boundary of “toys.”

Among our miniature figures “Microman” (Launched in 1974), on which TRANSFORMERS is based, “**Canon/TRANSFORMERS OPTIMUS PRIME R5**” is realized through our first collaboration with Canon Inc. in the world of the “Micro Change” Series that transforms everyday gadgets such as portable audio players, wristwatches and cameras into robots. The finish is just like a real camera, recreating details such as the ability to



Just like the real thing?!

Photo on left) Camera Photo on right) Toy

*Toy is at 80% scale

remove the lens in the same way as an actual camera, and replicating the design and logo as well as the position of the buttons on the very popular high-performance mirrorless camera “EOS R5,” which is the first in the world (*) able to record 8K videos. The size of the main camera unit is at 80% scale.

In 2009, we launched the “TRANSFORMERS MUSIC LABEL SOUNDWAVE playing audio player,” which transforms a digital audio player “MP3 player” into a robot, and in 2018, we launched the “MASTER OPTIMUS PRIME RESONANT Mode (G-SHOCK set),” a collaboration with shock-resistant wristwatch “G-SHOCK.” Our thinking that “Next, we want to launch a toy that transforms a real camera into a robot” is finally taking shape.

The “**Canon/TRANSFORMERS DECEPTICON REFRAKTOR R5**” being sold as a Takara Tomy Mall limited edition product, is the recreation of the character “Refraktor,” a transformation of a camera to a robot that appeared in the TV animation “Fight! Super Robot Lifeform TRANSFORMERS” (broadcast 1985), based on the mirrorless camera “EOS R5.”

Please enjoy the world of “TRANSFORMERS” to your heart’s content with this product packed with fun that makes you think “Can a real camera also transform into a robot?”

(*) Among interchangeable-lens cameras released prior to July 8, 2020. According to a Canon survey.

“Canon/TRANSFORMERS” Series Overview

“**Canon/TRANSFORMERS OPTIMUS PRIME R5**,” the first collaboration with Canon Inc., and “**Canon/TRANSFORMERS DECEPTICON REFRAKTOR R5**” (Takara Tomy Mall limited edition) will go on sale from Saturday, February 25, 2023.

Launch Date in Japan:	Saturday, February 25, 2023
Recommended Age:	15 years and up
Official website:	tf.takaratomy.co.jp/
Copyright:	© TOMY
	Partner: Canon Inc.
Sales Target:	10,000 units (total for both designs)

■ “Canon/TRANSFORMERS OPTIMUS PRIME R5”



Photo above: Left and right) Recreation of the design and logo, as well the position of the buttons
Photo below) Includes lens shield, matrix, and mini EOS R5

Product Features

- 1) First collaboration with a camera manufacturer! Canon Inc.'s mirrorless camera "EOS R5" transforms into a robot.
- 2) The finish is just like a real camera, recreating details such as the ability to remove the lens in the same way as an actual camera, and replicating the design and logo as well as the position of the buttons on the very popular high-performance mirrorless camera "EOS R5." The size of the main camera unit is at 80% scale.
- 3) The mirrorless camera "EOS R5" transforms into "OPTIMUS PRIME," a popular character that represents the TRANSFORMERS. When in robot mode "OPTIMUS PRIME R5," the chest is the lens with the location of the iconic design, the arms are red, and the feet are blue, adopting the original colors of the "OPTIMUS PRIME." The head has the camera motif design. Apart from the lens shield, it includes the matrix that is proof of being the leader (iconic item inherited by the leader) and a mini EOS R5, which can be handheld.



SRP: JPY 19,800 (tax included)

Package Contents: OPTIMUS PRIME R5, EOS R5 body (1), OPTIMUS PRIME R5/RF lens (1), matrix (1), EOS R5 handheld (1), lens shield (1), instruction manual (1)

Dimensions: W 170 mm × H 200 mm × D 105 mm (robot mode)

Sales Channels: Toy stores, toy sections of department stores/mass retailers in Japan, and online stores, and TOMY Company's official online store "Takara Tomy Mall" takaratomymall.jp, etc.

* "Takara Tomy Mall limited edition" *

■ "Canon/TRANSFORMERS DECEPTICON REFRAKTOR R5"

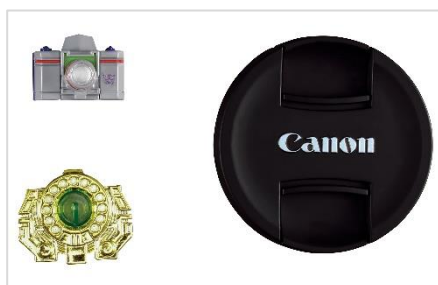


Photo on left) Includes lens shield, quantum dial, and Refraktor original camera

Photo on right) Camera split into three that recreates the TV animation

Product Features

- 1) 2) are the same as the "Canon/TRANSFORMERS OPTIMUS PRIME R5."
- 3) The recreation of the character "Refraktor," a transformation of a camera to a robot that appeared in the TV animation "Fight! Super Robot Lifeform TRANSFORMERS" (broadcast 1985), as the mirrorless camera "EOS R5." When in robot mode "DECEPTICON REFRAKTOR R5," the chest is the lens with the location of the iconic design, the arms are green and grey, and the feet are blueish purple, adopting the original colors of the "DECEPTICON REFRAKTOR." Includes the quantum dial (dimensional travel device) and mini-sized Refraktor original camera mode, which can be handheld. The Refraktor original camera mode recreates the TV animation and is designed to split into three.

SRP: JPY 19,800 (tax included)

Package Contents: DECEPTICON REFRAKTOR R5/EOS R5 body (1), DECEPTICON REFRAKTOR R5/RF lens (1), quantum dial (1), Refraktor original camera mode (1), lens shield (1), instruction manual (1)

Dimensions: W 170 mm × H 200 mm × D 105 mm (robot mode)

Sales Channels: TOMY Company's official online store "Takara Tomy Mall" takaratomymall.jp limited edition

Comment from the persons in charge of the product

★Comment from the person in charge of the Canon Inc. “EOS R5” product planning

We are honored to have achieved this collaboration for our mirrorless camera with TOMY Company, Ltd. We were totally amazed by the “EOS R5,” the hero model in the EOS R system, being transformed into “OPTIMUS PRIME,” which is a leading hero in TOMY Company’s TRANSFORMERS. Not only can the lens be removed in the same way as a real camera, details such the position of the buttons and the feel of the body have been carefully recreated, and it looks like the real thing.

In addition, the product is very appealing, produced with a story that incorporates the features of the “EOS R5” as well as the robot settings. We believe this is a collaborative product to be enjoyed not only by TRANSFORMERS fans but also camera fans. We believe people will want to display it alongside the actual “EOS R5.”

★Comment from the person in charge of “TRANSFORMERS” development, TOMY Company, Ltd.

We are very honored to have achieved this TRANSFORMERS collaboration with Canon Inc. We are very happy, because we have been wanting to undertake a collaboration with a camera manufacturer. To present the real feel of the “EOS R5,” we focused on being able to make the transformation after joining the camera body and the lens. We also designed it so the finished robot would have the lens with the camera motif on it become the chest. We hope that not only fans of TRANSFORMERS but also fans of cameras will be interested in having one.

◇The TRANSFORMERS product images provided with this release are for visual representation purposes only. Some may differ from actual products.

■The mirrorless camera “EOS R5”

“EOS R5” is a Canon Inc. mirrorless camera for professionals and enthusiast users. Equipped with a 45 Megapixel full-frame CMOS sensor and a high-performance image processor, it can capture high-resolution photos and videos. The camera also features 8K video recording, superb image stabilization and high-speed continuous shooting at framerates of up to 20 frames per second. With the EOS R5, users can produce professional-quality still images and videos.



■ “TRANSFORMERS”

“TRANSFORMERS” is a Japan-originated toy concept created by TOMY Company, Ltd. that takes the unique concept of “Robots in disguise” = Robots are all around us, with the potential for freely transforming every possible object, and is developed with the story of freely transforming super robot lifeforms, battling across the universe. The toys were launched in the United States in 1984, with animation and comics becoming huge hits. Sales of the toys and animation started in Japan in 1985. From 2007, Steven Spielberg and Michael Bay produced live action movies in Hollywood, which became worldwide hits.

Today, more than 700 million TRANSFORMERS have been sold in over 130 countries and regions (as of July 2022), and they have become very popular characters worldwide.

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