

For Immediate Release



February 1, 2023

Switch your baby's fussy mood swiftly! A support product for fussy infant crying is being enhanced and re-launched!

“Brighten your baby's mood with this cuddly toy!”

To be launched on Thursday, February 23, 2023

—Includes the “Brighten Mood Switch Melody,” developed jointly with Japan Acoustic Laboratory, and other daily life sounds, such as “Hairdryer” and “Washing Machine,” and music—

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release **“Brighten your baby's mood with this cuddly toy!”** cuddly toys with built-in melodies and sound effects that help to switch a baby from a fussy mood (available in 2 designs: Winnie the Pooh and Snoopy/SRP: JPY 3,300 each/tax included), on Thursday, February 23, 2023, at toy stores, baby goods sections of department stores/mass retailers in Japan, online stores and TOMY Company's official online store “Takara Tomy Mall” (takaratomymall.jp), etc.

This is the second product in the “Smile Tech” series, which has been available since March 2022, to support enjoyable child-rearing while valuing the spirit of playfulness.



Official Product Website: www.takaratomy.co.jp/products/babyonline/lineup/babytoy/kerotto

The **“Brighten your baby's mood with this cuddly toy!”** is a cuddly toy that features fun melodies and sounds intended to switch the mood of a baby that is crying and fussy. The “Brighten Mood Switch Melody” that emanates from the product is an original melody developed jointly with Japan Acoustic Laboratory. It is designed to capture the interest of babies with a composition of instruments with frequencies that babies can easily hear, tempo variations, sound effects and other elements. Eleven types of “Brighten Mood Switch Melody,” sound effects and music are included to switch off the fussy mood of a baby swiftly and naturally, as if nothing happened^{(*)1}. One of the **features of this product is that it was developed** not as a smartphone app, but **as a “cuddly toy” that can be easily taken out, and easily held and played with by a baby**, so that the baby can enjoy it as a toy even when they are in a good mood. Now that people have more opportunities to go out from home, it comes with a belt loop for ease of carrying and can be attached to a baby carrier or stroller for convenience.

This product series was planned to provide support for parents who are unable to pick up their babies immediately when they cry or when parents are troubled by the fussing and crying of their baby. Since the first “Baby Mood Switch” product was released in July 2006, a total of **approximately 850,000 units** in the series have been shipped to date. Many users have commented that the product has been useful for dealing with fussing and crying in various situations, such as “It works well for me when my baby gets fussy while I'm out shopping or walking using the stroller” and “It is helpful when my baby starts to get cranky or when I want to distract them.”^{(*)2} The products are planned and developed with the hope of bringing smiles to the faces of the whole family and supporting the healthy growth of children.

*1: Not effective when crying due to physiological factors (e.g., hunger).

*2: These are personal opinions. In addition, effects vary from baby to baby.

■ About Smile Tech

In recent years, in the baby market, services and products that support pregnancy, childbirth, and infant care are attracting attention. TOMY Company will continue to support enjoyable child-rearing by integrating the entertainment value of toys and know-how cultivated up to the present with products that “value the spirit of playfulness, create smiles for the whole family, and support the healthy growth of children” (= Smile Tech). The first product was the “Hug&Pat Sleep Switch” (www.takaratomy.co.jp/products/babyonline/lineup/night/004.html), which supports sleep with melodies and vibrations suited to each individual baby.



<Product Features>

In addition to the Brighten Mood Switch Melody for when a baby is crying and fussy, the Sound Mode is being powered up!

◆ Brighten Mood Switch Melody Mode ... Recommended for when a baby is crying and fussy ◆

When the control button on the cuddly toy’s belly is pressed and held (for about 2 seconds), the “Brighten Mood Switch Melody” will play. To stop music playback, press the control button. If you press and hold the button again, the second song of the Brighten Mood Switch Melody will play.

- ♪ 2 recorded melodies: Winnie the Pooh: “Buzz Buzz Buzz” and “Winnie the Pooh” / Snoopy: “Buzz Buzz Buzz” and “Twinkle Twinkle Little Star”

◆ Sound Mode ... Recommended when you want to capture a baby’s interest. ◆

When you press the control button on the cuddly toy’s belly, eight kinds of familiar everyday life sounds (sound effects) and music (nursery rhyme) that babies respond well to, will play. When you press the control button again during music playback, the music will stop. (The sound effects do not stop.) Each press plays a different sound.

- ♪ 8 sound effects: “Sneeze,” “Hairdryer,” “Washing Machine,” “TV Static,” “Intercom,” “Water Sound,” “Dolphin” and “Crinkling Plastic Bag”
- ♪ 1 nursery rhyme: Winnie the Pooh: “Open Shut Them” / Snoopy: “If You’re happy and You Know It”



Baby starts crying...



Melody plays from the “Brighten Mood Switch”...



Her facial expression changes swiftly!

[Example Usage]



Can be used attached to a baby carrier or stroller

[Products]



Joint Development <Comment from Hajime Suzuki, President of Japan Acoustic Laboratory>

• A surprise box of sounds that captures the curiosity of babies

Babies have a very strong curiosity compared to adults. The “Brighten Mood Switch Melody” included in the product is a well-balanced combination of instrumental composition, tempo, sound effects, and other acoustic elements to successfully connect babies’ auditory characteristics with their curiosity about sound. The aim of this product is to change the mood of a crying and fussy baby by arousing their curiosity with this “Brighten Mood Switch Melody.”




<Recommendation from Toshiyuki Shiomi, Professor Emeritus at the University of Tokyo>

• Communication with the Baby

From the time a baby is in the womb, it hears various sounds, such as its mother’s blood flow. Even after birth, it has been shown that hearing sounds similar to those heard by the baby while in the womb can distract and calm the baby. This product contains sound effects similar to those, fun music, and the “Brighten Mood Switch Melody.” When they are played to a crying and fussy baby, it is expected that they will help change the mood of the baby and make them happier. When you capture your baby’s attention with the sound of this product, please talk gently to them and enhance their enjoyment even more.



<Product Outline>

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|-----------------------|---|
| Product Name: | “Brighten your baby’s mood with this cuddly toy!” (available in 2 designs: Winnie the Pooh and Snoopy) |
| SRP: | JPY 3,300 each (tax included) |
| Launch Date in Japan: | Thursday, February 23, 2023 |
| Recommended Age: | 0 months and up |
| Power Source: | 2 × AAA alkaline batteries (not included) |
| Package Contents: | cuddly toy (with melody unit) (1), carrying belt (detachable) (1), instructions (1) |
| Dimensions: | (Including carrying belt) Winnie the Pooh: Approx. W 160 × H 290 × D 90 mm Snoopy: Approx. W 180 × H 280 × D 120 mm |
| Weight: | Winnie the Pooh: Approx. 155 g, Snoopy: Approx. 165 g (including batteries) |
| Sales Channels: | Toy stores, baby goods sections of department stores/mass retailers throughout Japan, online stores, and TOMY Company’s official online store “Takara Tomy Mall” (takaratomy.com), etc. |
| Website: | www.takaratomy.co.jp/products/babyonline/lineup/babytoy/kerotto |
| Copyright: | Winnie the Pooh: ©Disney. Based on the “Winnie the Pooh” works by A.A.Milne and E.H.Shepard. Snoopy : © 2023 Peanuts Worldwide LLC  www.snoopy.co.jp |

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