

September 20, 2023

For Immediate Release
News Release



e-Craft inc.
TOMY Company, Ltd.

embot receives the Kids Design Award!
Next-generation embot+ to be launched on Wednesday, November 15, 2023



The programming learning educational toy embot, which both e-Craft inc. (Representative Director and CEO: Kazutoshi Nukada, headquarters: Daikanyama, Shibuya-ku, Tokyo, hereafter “e-Craft”) and TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo, hereafter “TOMY Company”) are involved in, won the 17th Kids Design Award in the “Designs to Develop the Creativity and Create the Future of Children category” (announced on August 23, 2023; sponsored by the Kids Design Association, a non-profit organization; Supporters: Ministry of Economy, Trade and Industry, Cabinet Office, Consumer Affairs Agency, and Children and Families Agency).

This marks the second time TOMY Company has won the Kids Design Award and the first time e-Craft has won this award.

embot with new additional functions will be sold as embot+ (SRP: JPY 9,680/tax included) starting on Wednesday, November 15, 2023 through the e-Craft shop (<https://shop.embot.jp/>). By newly including a speaker that allows embot to speak the words selected by the user, making it possible to connect extension parts (sold separately), etc., embot will evolve into a product with even greater extensibility.

■ For press inquiries, please contact:

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