

BEYBLADE  
PARK

For Immediate Release

October 5, 2023

**BEYBLADE X Is Now Available on the Roblox Metaverse Platform!**

The official metaverse world co-created with creators  
which can be enjoyed from anywhere in the world

**BEYBLADE PARK Opens Friday, October 6**

The works of 16 creator groups will be released!  
Creator events will be held through Monday, October 9 (national holiday)

TOMY Company, Ltd.



TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) is expanding its global IP (\*1) “BEYBLADE,” modernized *bei-goma* (traditional Japanese tops), into the digital realm. It will launch the official metaverse world **BEYBLADE PARK** ([www.roblox.com/games/14478075491/](http://www.roblox.com/games/14478075491/)) on the global metaverse platform Roblox, with the opening date and time set for 7:00 p.m. on Friday, October 6, 2023 (JST).

Roblox is a metaverse platform serving nearly 66 million daily players worldwide. Users can freely play a wide variety of games within Roblox. Enabling users to become creators themselves and make and share their own games, the platform is gaining popularity around the world.

**BEYBLADE PARK** is a metaverse world created together with creators, taking advantage of the interactive nature of Roblox. The park will feature original works by 16 creators who were selected through the BEYBLADE X Creator Contest (\*2) and TOMY’s official game that can be played simultaneously by multiple players using BEYBLADE (the official game is scheduled to be released on Saturday, October 14), for a total of 17 types of games. It will offer a new kind of BEYBLADE experience that is not based on the concept of the maker, but rather on the ideas of the users. BEYBO, the official BEYBLADE character, will appear as a guide at BEYBLADE PARK, and there will also be BEYBLADE Gacha that users can play within the park and a 3D product display of the latest toys from the BEYBLADE X series. We created this theme-park-like BEYBLADE metaverse space for people from all over the world to enjoy playing together, regardless of borders, languages, age, or gender, and for those who have never played with BEYBLADE to discover its attractiveness. Even after the launch, we will continuously update the program and enrich its contents.

Furthermore, in conjunction with the opening, we will conduct a public vote for the BEYBLADE X Creator Contest in the park and hold an event to announce the results on Monday, October 9 (national holiday). Based on public voting and review by a panel of judges, the best among the works of 16 creator groups will be selected to receive awards.

BEYBLADE was created in 1999 and will celebrate its 25th anniversary next year in 2024. It has shipped more than 520 million units in more than 80 countries and regions worldwide, and is loved by people around the world. With the introduction of Roblox, TOMY will expand its own IP, BEYBLADE, which has strong brand power globally, from being a “toy” to becoming a digital “game” and use it as a foothold for further growth of the brand and expansion of its global business.

(\*1) Intellectual Property: Characters and other intellectual property

(\*2) Organized by Roblabo Corporation, in cooperation with TOMY Company, Ltd. Sixteen creators produced original works using the BEYBLADE X template.



## [ Service Overview ]

Service Name:	<b>BEYBLADE PARK</b>
Launch Date:	7:00 p.m. Friday, October 6, 2023 (JST)
Age Limit:	All ages * The BEYBLADE X toys are suitable for ages 6 and up
How to Participate:	You can participate using your favorite devices such as a smartphone, tablet, PC, etc. You will need to create a free Roblox account and install the Roblox Player or the app version of Roblox for your device. To create a Roblox account: <a href="http://www.roblox.com">www.roblox.com</a>
Supported Operating Systems:	Microsoft Windows (7, 8, 10, 11), MacOS, Android, iOS, Fire OS, Xbox One
Playing Fee:	Free * Additional paid features may be added in the future
Roblox Dedicated Webpage:	<a href="http://www.roblox.com/games/14478075491/">www.roblox.com/games/14478075491/</a>
Official Website:	<a href="http://beyblade.takaratomy.co.jp/beyblade-x/roblox/">beyblade.takaratomy.co.jp/beyblade-x/roblox/</a>
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### ■ About “BEYBLADE”

“BEYBLADE” battling tops, which debuted in 1999, are a modernized version of traditional Japanese battling tops known as “*bei-goma*.” Featuring highly detailed designs, the BEYBLADE units may be customized by replacing the parts. The “customizable battling tops” may be spun easily by anyone using special “launchers.” Thus far, throughout the three series including the first generation “BEYBLADE” (since 1999), the second generation “METAL FIGHT BEYBLADE” (since 2008), and the third generation “BEYBLADE BURST” (since 2015), over 520 million units have shipped cumulatively in more than 80 countries and territories around the world (as of April 2023). Each series has created a craze in many countries across the world including Japan. The fourth generation BEYBLADE X started in July 2023 in Japan.

Official Website: [beyblade.takaratomy.co.jp/](http://beyblade.takaratomy.co.jp/)

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