

For Immediate Release

November 9, 2023

**An item that helps put babies as young as 0 months to bed, with over 1 million items in this series sold!\***

Includes fun new features to help with parenting and a new design

**A Full Ceiling! Good Night Home Theater Sound Asleep Melodies & Light Disney Characters**

**To be launched Thursday, November 23, 2023**

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release **A Full Ceiling! Good Night Home Theater Sound Asleep Melodies & Light Disney Characters** (SRP: JPY 14,960/tax included), a product that helps put baby to bed with images and music, on Thursday, November 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/](http://takaratomymall.jp/)), etc.



Developed in 1996, the Good Night Home Theater series projects images that move slowly across the ceiling and plays music when the disc is inserted, creating a relaxing time to help put baby to bed.

This series is updated continually to better help your baby sleep, such as the inclusion of Sound Asleep Melody, developed in partnership with the Japan Acoustic Lab specifically to help children fall asleep, starting in 2019. Ever since its release, it has been used as part of baby bedtime routines. Loved as an item that helps put baby to bed, **this long-selling series has sold a cumulative total of over 1 million items.**

This product has been revamped for the first time in four years with a new design as well as new features that not only help put baby to bed but help with nighttime parenting as well. While the conventional Good Night Home Theater series projected images onto the ceiling, the new version comes with the **Magical Light feature, a full-color LED light that uses faint light to transform the bedroom into a pleasant space.** Along with images and music projected across the ceiling, 13 different colors of faint light transform based on the scenes in the images for even greater delight. What's more, the **Good Night Room Light, an added feature where the main unit glows softly,** helps families struggling with nighttime parenting such as breastfeeding and diaper changes at night.

Built-in sounds include not only the Sound Asleep Melody, an ideal melody for babies' sleep developed in partnership with the Japan Acoustic Lab, but also womb sounds, TV white noise, the sound of sleep breathing, and a variety of other **new sounds for a total of 40 different sounds.** This will delight not only babies but their families as well. Furthermore, its exterior has been redesigned to be round and off-white with a pear-skin finish that exudes a sense of luxury and **harmonizes with room decor like a stylish interior light.**

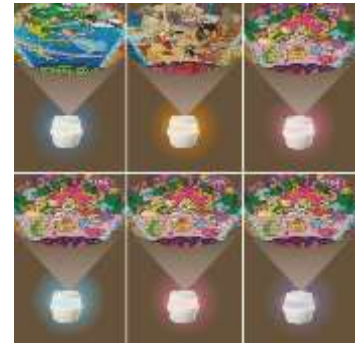
TOMY Company sells a wide range of baby products tailored to child growth and development stage. We have developed fun products that not only include age-appropriate play and features that encourage development, but that support parenting by adding a sense of playfulness we have cultivated over many years. TOMY Company will continue creating products that will help families and babies as they grow by the day spend time together in happiness. \*Total cumulative sales for the series from FY1996 to FY2022

## <Features of the Product>

### ◆ Can be used according to different scenarios ◆

#### Create a Relaxing Time With Magical Light

This feature comes with full-color LED for a performance of color that changes with the scenes in the images. The faint lights in 13 different colors create a relaxing time. Colors can be selected or played at random. Enjoy a performance of drifting colors that change from blue during the Peter Pan flight scene to a magnificent purple during the Alice in Wonderland scene.



#### Good Night Room Light to Help With Nighttime Parenting

The Good Night Room Light feature, in which the main unit glows softly, can be used during nighttime breastfeeding, diaper changes, and more. The light can be adjusted to four brightness levels.



### ◆ 40 Different Types of Good Night Melodies & Sounds ◆

This product contains the built-in Good Night Melodies & Sounds. These include not only the Sound Asleep Melody, an ideal melody for babies' sleep developed in partnership with the Japan Acoustic Lab, but also womb sounds, TV white noise, and a variety of other sounds. It contains a total of 40 songs, including beloved Disney songs such as “Baroque Hoedown” and “Mickey Mouse March” arranged to sound like a music box as well as classical music (with English lyrics). (Includes 26 songs and 9 sleep sounds built into the product as well as 5 songs on the included disc.)



- Magical Sleep Disc (included): Baroque Hoedown, Mickey Mouse March (Normal/Music Box), Twinkle Twinkle Little Star, London Bridge
- Good Night Melodies & Sounds (built-in): Sound Asleep Melody, the Cradle Song, Wiegenlied Lullaby, womb sounds, sleeping breath sounds, white noise, classical music, and more

### ◆ Image Projection ◆

Projections include 8 types of Disney characters.

Mickey & Friends, Toy Story, Peter Pan, Pinocchio, Dumbo, Alice in Wonderland, The Aristocats, Lady and the Tramp  
The disc included with the product contains popular Disney characters from Mickey & Friends, Toy Story, and more.

### ◆ Other ◆

- Cordless (battery required)
- 3 timer settings at 15 minutes, 30 minutes, and 45 minutes
- Volume control (including fade), brightness control (including dimming)
- Special discs sold separately can be purchased for even more variety of projections and music (separately-sold discs may be discontinued).

## Comment from Hajime Suzuki, President at Joint Developer Japan Acoustic Lab

This is an original melody developed by Japan Acoustic Lab to help put children to sleep based on characteristics of babies' hearing as well as the theory that the internal rhythm will try to match the tempo of external sounds.

Acoustic analysis was performed based on the classical song "Canon," then arranged and recorded live. The start of the song draws the child's attention, while stimulation decreases as the song moves into the latter half, helping your child fall asleep.



### <Product Outline>

Product Name:	A Full Ceiling! Good Night Home Theater Sound Asleep Melodies & Light Disney Characters
SRP:	JPY 14,960 (tax included)
Launch Date in Japan:	Thursday, November 23, 2023 (national holiday)
Recommended Age:	0 months and up
Batteries Required:	4 Type-C alkaline batteries (not included)
Package Contents:	Main unit (1), disc (1), instruction sheet (1)
Dimensions:	Approx. W 192 mm × H 170 mm × D 192 mm
Sales Channels:	Toy stores, baby goods sections of department stores/mass retailers in Japan and online stores, TOMY Company's official online store "Takara Tomy Mall" ( <a href="http://takaratomymall.jp/">takaratomymall.jp/</a> ), etc.
Website:	<a href="http://www.takaratomy.co.jp/products/babyonline/lineup/detail.html?jancode=4904810912309">www.takaratomy.co.jp/products/babyonline/lineup/detail.html?jancode=4904810912309</a>
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