

For Immediate Release

October 29, 2019

Five years after the original “Frozen”——
the long-awaited sequel “Frozen 2” is set to hit theaters!

This winter, get in your dress to sing and dance along to become Elsa and Anna♪

The Latest Disney Film “Frozen 2” related products are on sale from October 2019 !

The smartphone toy ”Kirakira Smart Palette” offers experiences to be a voice actor/actress, to sing karaoke,
and to edit videos with sophisticated camera functions♪～

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) announces the successive launch of the latest Disney animation film “Frozen 2” related products on Thursday, October 31, 2019 at toy stores, toy sections of department stores/mass retailers throughout Japan, limited movie theaters, online stores and TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp), etc., followed by the film release (on Friday, November 22, 2019) in Japan.

“Frozen” became a social phenomenon sparking the “Frozen” boom after the original film was released, and the popularity was fueled by the storyline as well as the appealing songs from the film along which children could dress up and sing and dance as if they were the main characters, Elsa and Anna. For the sequel, TOMY Company prepared a product line-up that actualizes children’s dreams and spurs further enjoyment of becoming a heroine of the fantasy world of the film. The line-up includes the “Frozen 2 Kirakira Smart Palette” smartphone toy, the “Frozen 2 Premium Dress” costumes of Elsa and Anna from the film, “Precious Collection” original fashion dolls and other products. In addition, the TOMY Group has developed a total of 71 items including die-cast miniature cars, game products, plush toys and Gacha capsule toys (as of October 31, 2019) to provide products that a wide range of customers, from children to adults, can enjoy.

◆Smartphone Toy “Frozen 2 Kirakira Smart Palette”

Ice Blue/Nordic Purple

“Frozen 2 Kirakira Smart Palette” is a smartphone toy containing 30 different kinds of apps providing a great amusement of the world of the film, “Frozen 2.” You can communicate between the Kirakira Smart Palette devices by sending pictures and exchanging texts.

◇Sophisticated camera functions!

With the face-detection function of the camera, you can take various types of photos, such as those with the dresses of Elsa and Anna added digitally, and enjoy decorating those photos!



“Frozen 2 Kirakira Smart Palette”

◇Hassle-free video editing feature!

You can edit videos shot using “Dress-Up Camera,” etc. to feel just like a movie creator!

◇ Become a voice actress & sing karaoke!

With the karaoke and other music apps, you can enjoy singing songs from the film, including the brand-new song “Into The Unknown (original title),” and acting like a voice actor/actress of characters in the film!



Screen images

◆“Frozen 2 Premium Dress” Elsa/Anna

“Frozen 2 Premium Dress” is for children, based on the look of the costumes Elsa and Anna wore in the film. Both dresses provide a silhouette for a mature look with an unfolded stand-up collar style. The dress for Elsa has a splendid design adorned with layered organics, and the dress for Anna has a detachable purple mantle with shining gold accents.



Frozen 2 Premium Dress
(Left: Elsa / Right: Anna)

Model height: 116.5cm *Shoes are not included.

◆Original Dolls Developed in Japan

“Precious Collection Frozen 2” Elsa/Anna

“Precious Collection Frozen 2” includes brand-new dolls that make full use of TOMY Company’s know-how for producing dress-up dolls that has been cultivated over many years.

The dolls carry a soft facial expression, making it easy to create an emotional connection, and have a wide range of poses that allow you to re-enact scenes from the film.

The product line-up of “Precious Collection” includes a dress set for you to enjoy changing the dolls’ dresses, allowing you to recreate the fantasy film world with your own hands.



Precious Collection Frozen2
(Left: Elsa / Right: Anna)

About the Movie “Frozen 2”



[Release date] Friday, November 22, 2019

[Official Website]

<https://www.disney.co.jp/movie/anayuki2.html>

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[STORY]

The long-awaited sequel to Frozen, the No.1 worldwide animated film of all time.

A visually stunning film that depicts an adventure of Anna and Elsa who are lured into the unknown.

Frozen was just a beginning...

What is the secret of Elsa’s power?

Product Outline

Sales Channels: Toy stores, toy sections of department stores/mass retailers throughout Japan, limited movie theaters, online stores and TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp), etc.
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Official Website: TOMY Company: www.takaratomy.co.jp/products/disney/anayuki/

T-ARTS Company: www.takaratomy-arts.co.jp/specials/frozen/

◆ Smartphone Toy ◆

“Frozen 2 Kirakira Smart Palette”(Two colors: Ice blue/Nordic purple)

SRP: JPY 9,980, respectively (tax not included)

Launch Date in Japan: Thursday, October 31, 2019

Dimensions: Approximately W 65 mm X H 120 mm X D 28 mm

Recommended Age: 6 years and up

Batteries Required: 4 X AAA alkaline (not included)

Package Contents: Smartphone toy X 1, Touch pen X 1,
Dummy micro SD card X 1, Instruction X 1

*Initial special bonus of decoration sticker X 1



Ice blue



Nordic purple

◆ Premium Dress ◆

“Frozen 2 Premium Dress”(Two types: Elsa/Anna)

SRP: JPY 4,980, respectively (tax not included)

Launch Date in Japan: Thursday, October 31, 2019

Recommended size: From 100 to 110

(reference height: from 95 to 120cm)

Recommended Age: 3 years and up



Elsa



Anna

◆ Precious Collection ◆

"Precious Collection Frozen 2" (Two types: Elsa/Anna)

SRP: JPY 4,000, respectively (tax not included)
Launch Date in Japan: Thursday, October 31, 2019
Dimensions: Approximately H 240 mm
Recommended Age: 3 years and up



Elsa

Anna

"Precious Collection Frozen 2 Dress Set"

SRP: JPY 3,000, respectively (tax not included)
Launch Date in Japan: Thursday, October 31, 2019
Package Contents: Dress X 2, Bolero X 1,
Shoes X 2, Underwear X 2
Recommended Age: 3 years and up



Dress-up image
*Dolls are not included.

TOMY Company celebrated the 95th anniversary of its founding on February 2, 2019

For press inquiries, please contact:
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For product inquiries from consumers, please contact:
TOMY Customer Service (Japanese only) Tel: 0570-041031 (Navi-Dial)