

キミだけのともだち
DORAEMON with U

50
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50 YEARS OF SMILES

For Immediate Release

March 6, 2020

March 6, 2020 [Revised version: Revision of the number of Program Cards]

Doraemon has come to your house!

**Let's play with your own "Doraemon"
through the programming!**

**"Kimidake no Tomodachi (Your Special
Friend) DORAEMON with U"**

To be launched in late June 2020

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) announces the launch of "Kimidake no Tomodachi (Your special friend) DORAEMON with U" (SRP: JPY 19,800/tax not included), a "Doraemon"-type communication robot for you to enjoy conversations and programming, as a new product of "Omnibot" robot toy series (*1). The product will be launched in late June 2020 at toy stores, toy sections of department stores/mass retailers throughout Japan, online stores, selected bookstores, TOMY Company's official online store "Takara Tomy Mall" (takaratomy.com), etc.



Scan to play the
product video.

Based on the concept of "Doraemon has come to your house!," this product has been designed to actualize a dream or longing to "talk and play with Doraemon."

A wide variety of communications and emotional expressions have been made possible by utilizing different sensors, and furthermore, the robot toy says words about seasons and time with the clock/calendar function. So you can have fun with it 365 days a year.

In addition, talks and gestures of “Doraemon” can be programmed using attached cards. You can design 4,000 or more ways of programs to customize the product to create “Doraemon” exclusive for you.

Our hopes that you will enjoy a life with “Doraemon” and children who bear the future will develop the thinking of programing have been put into the product.

[Features of the product]

■Talking function with about 1,500 phrases

The robot toy have various chats, recognizing a total of 15 words or phrases such as “I’m going,” “What time is it now?,” “Dorayaki (pancake filled with sweet bean paste)” and “mouse.” There are approximately 1,500 kinds of phrases in the talking function. The robot toy speaks lines depending on Secret gadgets and seasons in the voice of “Doraemon” familiar in the animation.

Example of lines the robot speaks:

“Dokodemo Door (Anywhere Door)! Just open this door, and you can go anywhere you want to go.”
 “It’s Hina Matsuri (dolls’ festival)! I wonder if Nobita-kun enjoys the festival at Shizuka-chan’s house.”
 “Go for it! If someone can do it, you can do it!”

■Various ways to communicate with “Doraemon”

Various ways to communicate are made possible by different sensors. Speaking to, stroking and shaking the robot toy evoke various responses.



Touch sensor

Motion sensor

Shaking sensor

Voice recognition

Clock/calendar function

■Diverse emotional expressions

With 27 patterns of looks in liquid crystal color eyes, its expression changes according to a chat or situation. In addition, as its arms move up and down and the body rotates from side to side, various emotional expressions are realized, like delight by throwing its arms or surprise by fluttering.



An expression in its eyes changes in 27 patterns.



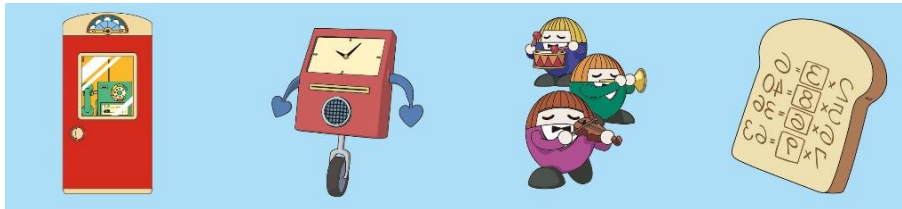
Very delighted and throws its arms



Surprised and flutters

■Programming in 4,000 or more ways

Conversations and programming can be enjoyed by scanning attached cards (63 cards in total). Programming in 4,000 or more ways is possible by a combination of line cards, expression cards and action cards. The cards include “Moshimo Box (What-if? Box),” which can program reactions in sensors of “Doraemon” and reactions in voice recognition such as “good morning,” and “Schedule Dokei (Schedule Clock),” which makes “Doraemon” act at a chosen time.



Moshimo Box
(What-if? Box)

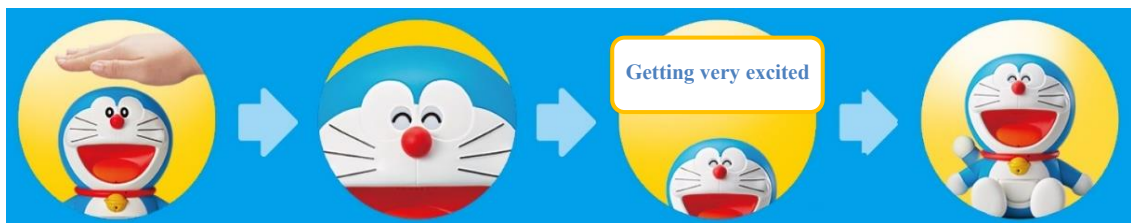
Schedule Dokei
(Schedule Clock)

Mood Morigage
Gakudan (Moodmaker
Orchestra)

Anki Pan
(Memory Bread)

<Programming example>

With “Secret gadgets Programming Cards,” you can freely program talks and gestures or settings of “Doraemon.”



If you stroke Doraemon

he will smile

say a happy phrase

and put his right hand up



↑Card samples (Secret gadgets Programing Cards, True/False Cards, Program Cards, Number Cards, Condition Cards and Time Cards are on the front, whereas Secret gadgets Cards and Character Cards are on the back.)

■You can play games

“Doraemon” gives you quiz and advice. You can play five types of games that several people can enjoy together.

(1) Quiz

“Doraemon” gives you True/False quiz, quiz about characters, calculation quiz, etc., and you can answer by scanning cards.

(2) Secret gadgets Collection

It is a game where you find a card depicting a Secret gadgets that “Doraemon” explains among cards, and scan it.

(3) Lucky Advice

If you touch the head of “Doraemon,” “Doraemon” gives you advice such as a lucky color.

(4) Count Game

A game where you must count seconds in your head and touch “Doraemon's” head exactly when you get to ten

(5) Imitation Programming

A game where you must scan an Action Card that depicts the same motion “Doraemon” shows

*1) What is the Omnibot series... www.takaratomy.co.jp/products/omnibot/

Omnibot is the name applied to the full-scale line of home robots created by Tomy in 1984. From the beginning, TOMY Company was committed to launching robots that made the idea of “a life with a robot” more accessible to people. Later, TOMY Company created a variety of robots, including Armtron and Verbot/KI*KU*ZO from the TOMY Robot series and i-SOBOT, an advanced Omnibot. In 2014, TOMY Company rebooted the Omnibot series as a line of next-generation entertainment robots, and its releases have included Robi jr., a personal talking robot specializing in communicating with humans; OHaNAS, a cloud-based talking robot jointly developed with NTT DOCOMO, INC.; embot, a cardboard robot kit for a robot that can be operated with a programming application; and Kocchi Muite (Look At Me) DORAEMON, a palm-size Doraemon robot that turns around to answer when you speak to it. These robots have been met with a favorable reception. To date from 2014, 25 types of products have been released.

<Product Outline>

Product Name: “**Kimidake no Tomodachi Doraemon with U**”

SRP: JPY19,800 (tax not included)

Launch Date in Japan: Late June 2020

Recommended Age: 6 years and up

Package Contents: Main unit (1), a complete set of cards (Secret gadgets Programming Cards, True/False Cards, Program Cards, Number Cards, Condition Cards and Time Cards)

Dimensions: W 170 mm × H 172 mm × D 120 mm

Weight: Approximately 550 g

Batteries Required: 4 × AA alkaline *Batteries are sold separately.

* “TYPE 5U,” an AC adapter dedicated to Takara Tomy toys, (not included) is available.

Sales Target: 30,000 units per year

Sales Channels: Toy stores, toy sections of department stores/mass retailers throughout Japan, online stores, selected bookstores, TOMY Company’s official online store “Takara Tomy Mall” (takaratomy.com/jp/shop), etc.

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Official Website: www.takaratomy.co.jp/products/omnibot/doraemon_withu/



For press inquiries, please contact:

Public Relations Division, TOMY Company, Ltd. Tel: 03-5654-1280 Fax: 03-5654-1380

For product inquiries from consumers, please contact:

TOMY Customer Service (Japanese only) Tel: 0570-041031 (Navi-Dial)