



Enjoy projection mapping at home this year! Finally ready for release!  
From “watching videos” to “experiencing videos”  
Projection mapping toy for home use  
**“Projection Mapping at Home Wonder View Theater”**  
**To be launched Saturday, November 28, 2020**

Project videos of popular Disney works in your room with music!  
13 selections from Mickey Mouse and Cinderella to Pixar

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release a **projection mapping toy for home use “Projection Mapping at Home Wonder View Theater”** (hereinafter “Wonder View Theater”, SRP: JPY 17,800/tax not included) on Saturday, November 28, 2020 at toy stores, toy sections of department stores/mass retailers in Japan, online stores, selected bookstores and TOMY Company’s official online store “Takara Tomy Mall” ([takaratomymall.jp](http://takaratomymall.jp)), etc.



Main unit and mapping board



Scan to play the product video

“Wonder View Theater” is a home projection mapping toy with which you can enjoy projection mapping at home.

You can project images onto the mapping board in the shape of a castle and enjoy beautiful projection mapping images of Disney in 3D. Projection mapping images that come equipped are 13 original works by Disney which are only available to be seen with this product (projection field of roughly 80 cm × 80 cm), and video production was handled by NAKED, INC., which produced “FLOWERS BY NAKED” and “TOKYO ART CITY BY NAKED” etc.

Also, in addition to (1) **projection mapping**, other features include (2) **games and intellectual training**, (3) **bedtime movies** and (4) **projection of photos and videos**, for a total of four main functionalities (**total of 51 types of contents**).

“**Games and intellectual training**” includes games like the crane game and pinball game, as well as exercises like filling in letters and comparing numbers. Using the controller, everyone can participate and have fun, not just watching. Also, with “**bedtime movies**”, you can enjoy music and Disney videos suitable for bedtime, which can be used for the daily routine of putting kids to sleep. In addition, “**projection of photos and videos**” allows you to project photos and videos taken on your smartphone edited with a special app for “Wonder View Theater” on walls or ceilings.

TOMY Company, Ltd. has been selling the “Good Night Home Theater” series of projectors which project slowly moving images with relaxing music to help babies fall asleep since its release in 1996. (\*1) It has been a long-selling product with cumulative shipments of 1.2 million units since its release (as of September 2020). This time, we have developed this product under the new theme of projection mapping based on user feedback, not only for putting kids to sleep but also for parents to enjoy bedtime together with their kids even after infancy.

Outdoor projection mapping events that have gained popularity in recent years can be enjoyed at home, and additionally, this product has an enhanced functionality to allow the whole family to enjoy games and projecting photos and videos taken on their own smartphones. This is a newly positioned product with which everyone in the family can enjoy spending time together at home. Along with special videos than can only be seen with this product, we are delivering time together and exciting experience for parents and their kids not available anywhere else.

With the four main functionalities of projection mapping, games and intellectual training, bedtime movies and projection of photos and videos, families can enjoy it for a long time as kids grow up. They can also enjoy spending time together at home in “new normal” with a keyword “quality time at home.”

## Features of the product - four main functionalities

### 1. Projection mapping (13 selections)

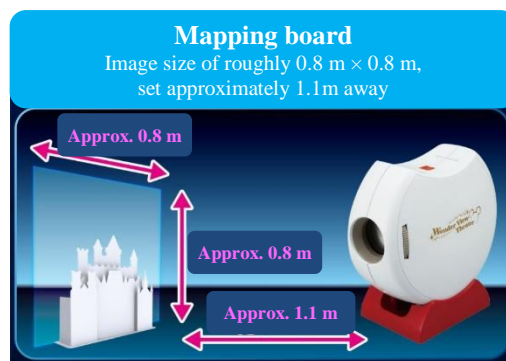
Have an exciting experience with projection mapping! You can enjoy Disney’s projection mapping videos using a special castle-shaped mapping board. The 13 video selections for “Wonder View Theater” are produced by NAKED, INC., a leading producer of projection mapping in Japan. You can experience authentic projection mapping on “Wonder View Theater”. In addition to viewing your favorite work repeatedly, you can see the 13 works consecutively as one work of roughly 20 minutes.

☆ How to project ☆ <Projecting on the mapping board>

- (1) Assemble the included mapping board and make a castle.
- (2) Set the projector main unit approximately 1.1 m away from the mapping board, and project images toward the mapping board. Image size of roughly 80cm × 80cm will be projected.

\*The mapping board is roughly 50 cm in height.

[Works available in Wonder View Theater]



## 2. "Games and Intellectual Training" (20 types)

Users themselves have fun participating in games and intellectual training.

20 types of games and intellectual training programs can be enjoyed using the special mapping board and controller included.

Using the world view of various Disney and Pixar works such as "Frozen" and "Toy Story", you can enjoy games such as the crane game and pinball game, as well as having fun learning through intellectual training on hiragana, katakana, English and numbers using projection mapping.



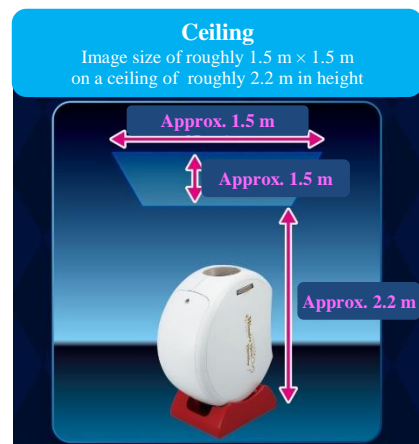
## 3. Bedtime movie (12 selections)

You can view your child's favorite Disney characters and memorable scenes with soothing music and videos suitable for bedtime. A wonderful bedtime is produced fit for the end of the day.

☆ How to project ☆ <When projecting on the ceiling>

Project by pointing the projector main unit at the ceiling.

If the height from floor to ceiling is roughly 2.2 m, the size of the projected image will be roughly 1.5 m × 1.5 m.



## 4. Projection of photos and videos (6 types)

Using a special app, photos and videos taken on your smartphone can be projected on walls and ceilings along with frame designs featuring Disney and Pixar characters. You can experience your very own home theater.

(Frame designs: 5 types for photos, 1 type for videos)



[Related products]

\*1 About “Good Night Home Theater”



★Product Name:

“A full ceiling! Good Night Home Theater sound asleep melodies ♪ Disney characters”

On sale for JPY 9,800 (tax not included)

**A projector toy to help kids falling asleep with sounds and images**



★Product Name:

“TYPE 5C2 AC adapter dedicated to Takara Tomy toys”

To be launched Saturday, November 28, 2020 for JPY 2,690 (tax not included)

**A special adapter for toys that can be used with “Wonder View Theater”**

[About NAKED, INC.]

# NAKED, INC.

NAKED, INC. is a Tokyo based creative company Ryotaro Muramatsu founded in 1997 along with a team of directors, designers, and writers. NAKED, INC. continues to create new experiences and values throughout various scenes in people’s lives, spanning from art and entertainment to culture, tradition, education, music, cities, food, and sports.

<https://naked.co.jp>

## [Product Outline]



Product Name: "Magical Playtime Home Projection Mapping Wonder View Theater: Disney Characters"

SRP: JPY 17,800 (tax not included)

Launch date in Japan: Saturday, November 28, 2020

Recommended Age: 3 years and up

Package Contents: Main unit × 1, controller × 1, stand × 1, mapping board (assembly type) × 1, fastening parts (1) × 2, fastening parts (2) × 4, instruction manual × 1

Batteries Required: Main unit: 4 × C alkaline, controller: 2 × AAA alkaline (sold separately for each)

Others: Compatible with TYPE 5C2 AC adapter dedicated to Takara Tomy toys (sold separately)

Dimensions: Approx. W 85 mm × H 500 mm × D 160 mm (when the stand and controller are set)

Sales Target: 30,000 units (First year)

Official Website: [www.takaratomy.co.jp/products/magicalplaytime/wvt\\_disney](http://www.takaratomy.co.jp/products/magicalplaytime/wvt_disney)

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" ([takaratomymall.jp](http://takaratomymall.jp)), etc.

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**For product inquiries from consumers, please contact:**

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