

For Immediate Release

October 16, 2020

Catalogs evolved to be enjoyed even more by children of the digitally fluent age  
Powered-up TOMICA & PLARAIL catalog turned into

## moving vehicle picture book!

Notice of starting distribution of digital catalogs

Digital version of “Licca catalog”  
with links to videos also available now

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) is releasing the TOMICA & PLARAIL digital catalog in addition to paper catalogs on Friday, October 16, 2020. The Licca digital catalog was released on Thursday, October 1, 2020.

TOMICA & PLARAIL catalogs and Licca catalogs are distributed in the flier format free of charge at toy stores and toy sections of department stores and mass retailers. TOMICA & PLARAIL catalog in recent years has had annual distribution of over 2 million copies, and like the products, has been enjoyed by many people for a long time.

In addition to be referred as toy catalogs, the TOMICA & PLARAIL catalog has also been popular with children as a picture book of vehicles such as cars and trains, while the Licca catalog is like a fashion magazine up on the latest trends in fashion and lifestyles. These catalogs chronicle the latest fads of the days gone by. These catalogs have changed with the times, and this time we aim at making **catalogs that can be enjoyed by children of the digitally fluent age** on their own with ease of operation, with features like videos and GIF images that bring excitement as they turn the pages.

**TOMICA & PLARAIL catalog:** [www.takaratomy.co.jp/products/tomica/digitalcatalog](http://www.takaratomy.co.jp/products/tomica/digitalcatalog)

**Licca catalog:** [licca.takaratomy.co.jp/catalog](http://licca.takaratomy.co.jp/catalog)



All catalogs in the history of “TOMICA & PLARAIL catalog”

## Moving vehicles look cool! Powered-up TOMICA & PLARAIL catalog turned into **moving vehicle picture book!**

The TOMICA catalog and PLARAIL catalog were merged into the “TOMICA PLARAIL catalog” in 1994, with the name changed to “TOMICA & PLARAIL catalog” from 2002. The TOMICA & PLARAIL catalog is popular as a picture book of many cars and trains running in various scenes around town, and the concept of the digital version is “moving vehicle picture book” to enjoy watching vehicles moving, which cannot be expressed fully in a paper catalog.

By changing the page layout of catalogs distributed in stores, such as embedding videos and incorporating GIF images of vehicles starting moving upon turning the page, it is fun as a reading material, and is designed with an interface to intuitively understand the features and how to play with the products. Also, to make it easy for children to operate it on their own, both functionality and fun are realized by showing videos and links to official sites on the same screen. In addition, as functionality uniquely available only in digital catalogs, it is equipped with sticky note tags and handwriting memo features. You can put sticky note tags and write notes on products in which you are interested, and easily share screen shots. Being able to be viewed anytime, anywhere, without getting crumpled no matter how many times viewed, are the features unique to digital catalogs.



1994 “TOMICA PLARAIL catalog” (left) and “TOMICA & PLARAIL catalog” distributed in October 2020 (right)



Layout with videos embedded



Layout where GIF images move  
when you turn the page

### About Tomica

“Tomica,” sold by TOMY Company, Ltd. was released in 1970 as Japan’s first palm-sized domestic die-cast miniature car series, and it celebrates its 50th Anniversary in 2020. At the time when foreign-made miniature cars were at the height of popularity, it was born out of a burning desire to see Japanese children playing with more familiar Japanese miniature cars. It is now loved by parents and children across three generations. Up to now, we have sold more than 1,050 different types of cars, a total of more than 670 million cars (As at January 2020).

In recent years, in addition to our long-standing products, we have expanded our lineup such as with our “Dream TOMICA” Series that collaborates with popular characters and contents and our “TOMICA Premium” Series of highly detailed collection models. In addition, in 2016, we launched full-scale licensing of the “Tomica” brand for adults. We have been expanding licensing to apparel, stationeries, daily necessities, etc. with the aim of making Tomica a brand that will be of interest to a wide range of people regardless of age or gender. The Official Website for Tomica’s 50th anniversary: [www.takaratomy.co.jp/products/tomica/sp/50th](http://www.takaratomy.co.jp/products/tomica/sp/50th)

## About PLARAIL

“PLARAIL” (Sales Agent: TOMY Company) is a long-running series of railroad toys that marked its 60th anniversary of the sales launch in 2019. It is a brand loved across three generations. The prototype of “PLARAIL” is the “PLASTIC TRAIN AND RAIL SET” which was launched in 1959 as a toy made from plastic, a new material at that time when metal and wood-made toys were the mainstream.

The iconic blue rails were designed in a size allowing it to be played on the “chabudai” (a low, Japanese-style dining table), which families gathered around to have a pleasant time back then. This specification remains unchanged even 60 years after its sales launch and you can still enjoy playing by connecting the rails made at that time with the newest ones.

We will continue to develop PLARAIL as a brand that will teach children about their society, enhance their growth including creativity, and nurture communication of children and their parents under the familiar and attracting theme of “railway.” Up to present, a total of approximately 1,570 types and more than 175 million products have been sold in Japan (as of June 30, 2020). PLARAIL Official Website: [www.takaratomy.co.jp/products/plarail](http://www.takaratomy.co.jp/products/plarail)

**I want to study every detail carefully!**  
**Enjoy every corner of the Licca catalog with “Easy Zoom”!**

Having started as a 1-page leaflet enclosed with the product when LICCA dolls were launched in 1967, the “Licca catalog” adopted its current form in 2007. With the desire to fulfill children’s interests and aspirations through the “LICCA doll,” the leaflet has transformed into a catalog packed with fun information, such as profiles, fortune telling, fashion terminology, etc., as well as product explanations, and has been popular among children as a fashion magazine.

In creating the digital version of the Licca catalog, we paid attention to the ease of use of the zoom function so you can see details of dresses and accessories in fine detail. Just by tapping on the catalog, children can easily enlarge the page and restore it to the original size on their own. In addition, it is designed so that you can take time to enjoy it while expanding your imagination, with new discoveries every time you view it, such as links to videos expanding the world view of pretend play.



“Licca catalog” released in 2007 (left), and “Licca catalog” distributed in October 2020 (right)



You can check fine details of small items by blowing it up larger than paper catalogs

## About LICCA doll

LICCA doll (Manufacturer: TOMY Company, Ltd.) has been loved for more than 50 years since her birth in 1967. We have released various LICCA doll products that give shape to children's fantasies and dreams always reflecting the times and trends. In recent years, it has been expanding into a brand loved by adults who have grown up with LICCA doll. LICCA has been widening her field of activity as a celebrity talent, and her own Twitter and Instagram accounts are also big topics. (\*Number of followers as of October 2020: about 220,000 in total) LICCA doll Official Website: [licca.takaratomy.co.jp](http://licca.takaratomy.co.jp)

LICCA doll Official SNS [@bonjour\_licca]

Twitter: [twitter.com/bonjour\\_licca](https://twitter.com/bonjour_licca) Instagram: [www.instagram.com/bonjour\\_licca](https://www.instagram.com/bonjour_licca)

**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)