

Collaboration between TOMY and metaverse platform “Cluster”

A new world for playing with toys in a virtual space

“Metaverse Pop-Up Pirate” launched Thursday September 15!

TOMY Company, Ltd.
Cluster, Inc.



TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) is collaborating with Cluster, Inc. (Representative Director & CEO: Naoto Kato, headquarters: Shinagawa-ku, Tokyo), which operates “cluster,” one of Japan’s largest metaverse platforms, with the launch of a new world for playing with toys in a virtual space **“Metaverse Pop-Up Pirate”** (Playing fee: no charge [some exceptions]) on the metaverse platform “cluster” from Thursday, September 15. In addition, it was exhibited for the first time in public at the **“TOKYO GAME SHOW 2022” C luster booth**, which opens that same day. We provide a new playing experience in the digital space, combining the know-how of both companies in TOMY’s creation of physical products in the form of toys and Cluster’s continuous creation of the digital world in the form of the metaverse.

Utilizing the new space known as the “metaverse,” we expand what to date have been “toys to be enjoyed by gathering friends and family nearby” to *“asobi^(*1)”* that can be enjoyed with anyone, anywhere, and anytime.” As the first content, the longtime-seller party game toy “Pop-Up Pirate,” which is loved by men and women of all ages and also globally^(*2), will appear in the metaverse space.

“Metaverse Pop-Up Pirate” enables everyone to gather and to play in the metaverse space even if they are physically distant, sharing in the thrill and excitement while communicating by chat and voice. This new Blackbeard pirate game can be enjoyed in the metaverse which does not have limitations such as location and space.

The “Pop-Up Pirate” world view is spreading to a special 3D world within “cluster,” which you can access to from your favorite device such as your smartphone, with the development of three Blackbeard pirate games that you can enjoy while interacting with other players. All games can be played in multiplayer format with up to 12 people.

The first uses the basic rules for “Pop-Up Pirate” that everyone knows, with the ability to try a new experience by getting on and popping out with the “Blackbeard pirate figure.” The second, “Command! Pop-Up Pirate” is a game for players to cooperate with each other to locate the commanded swords within a time limit and insert the swords in the barrel. The third, “Escape! Pop-Up Pirate” is a game in which a super massive barrel appears in the “retro & cyber” metaverse space. By creating footholds inside the barrel through the insertion of swords from outside the barrel, the top can finally be reached enabling the “Blackbeard pirate figure” to escape.

Furthermore, we expand the enjoyment in the metaverse space, through the ability to take commemorative photos with your avatar friends, as well as selling original avatars of “Pop-Up Pirate,” “Pop-Up Pirate MAX5 Color,” and “swords.”

TOMY has undertaken various planning and development with the theme of digitoyment, a fusion of “digital,” “toy,” and “entertainment,” leveraging its technology, imagination and quality that have been fostered over the years to create futuristic thrill and excitement made possible by cutting-edge technology and the power of toys. TOMY will continue to suggest new games, spreading the digitalization of original IP^(*3).

*1: The Japanese term “asobi” means “play,” “amusement,” “diversion,” “pastime,” etc.

*2: Affectionately known as “Pop-Up Pirate” overseas

*3: Intellectual Property: Intellectual property such as characters

Features of “Metaverse Pop-Up Pirate”

[Wharf area]

Players first gather at the wharf, board the pirate ship, then start the Blackbeard pirate game. It is possible to interact with other players and purchase original avatars and the paid ticket areas at the wharf. Posters of popular TOMY toys are pasted on the walls and it is possible to jump to the official websites of each toy.



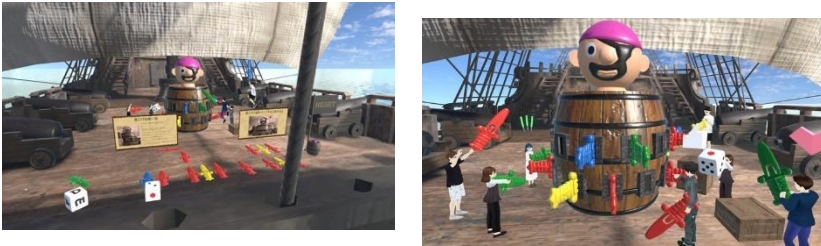
[Three Blackbeard Pirate Games]

Development of three Blackbeard pirate games to be enjoyed while interacting with other players. All games can be played in multiplayer format with up to 12 people.

1 Pop-Up Pirate (no charge)

The basic rules are that each player takes turns to insert swords into the slots, and if the “Blackbeard pirate figure” in the barrel pops out, the player loses.

A new experience is that you can ride on the Blackbeard pirate figure and pop out with it.



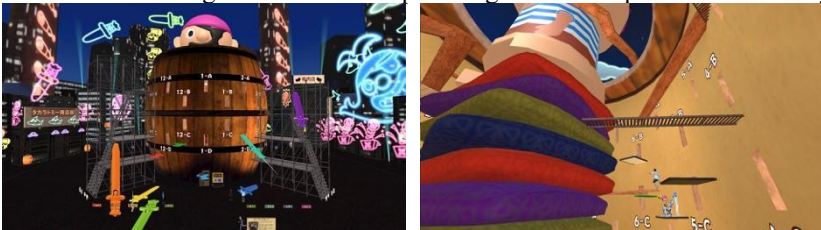
2 Command! Pop-Up Pirate (no charge)

New Blackbeard Pirate Game, in which players cooperate with each other through chat and conversation to locate the swords that are hidden in locations on the pirate ship and to insert the swords into the barrel within a set time limit.



3 Escape! Pop-Up Pirate (*fee charged)

By creating footholds inside a super massive barrel through the insertion of swords from outside the barrel, the top can finally be reached enabling the “Blackbeard pirate figure” to escape in the retro & cyber metaverse space.



[Original Avatar]

Selling original avatars for “Pop-Up Pirate,” “Pop-Up Pirate MAX5 Color,” and “swords.”



Pop-up Pirate
(800 cluster coins)



Pop-Up Pirate MAX5 Color
(800 cluster coins)

*Press the emote button and the color of the bandana changes (5 colors).



Sword
(500 cluster coins)

<Service Outline>

- Service Name: **“Metaverse Pop-Up Pirate”**
- Release date: Thursday, September 15, 2022
- Age Limit:
 - Minors require approval of their guardians. (Compliance with cluster terms and conditions)
 - Recommended age for the app version is 13 years and up.
- Method of Participation: Participation on your favorite device such as a VR device, smartphone, PC/Mac, etc.
You need to create a free “cluster” account and install the cluster app on the device you will use.
Create a “cluster” account: cluster.mu
Download the “cluster” app: cluster.mu/downloads
- Supported Devices: PC (Windows, Mac)/Smartphone (iOS, Android)/Meta Quest 2/VR device for PC that supports SteamVR (OpenVR)
- Playing Fee: No charge *some charges
<Reference> Escape! Pop-Up Pirate 200 cluster coins/person
*Playing fees are paid in cluster coins.
*Participation requires the purchase of the equivalent of JPY 200 to 300 in cluster coins.
*The amount of the playing fee varies due to different commissions on smartphones and PCs. Thank you for understanding in advance.
*Once a purchase is made, you can play as many times as you want while the app is open.
- Copyright: © TOMY
- Website: www.takaratomy.co.jp/products/metaverse_kurohige

■About “Pop-up Pirate”

Since its launch on July 1, 1975, 87 types of the “Pop-Up Pirate” have been released to date. It is a longtime seller with cumulative shipment volume of more than 17 million units in 47 countries and regions around the world (as at August 2022). The game has been loved by men and women of all ages around the world for its features such as “everybody can enjoy it just by following simple and clear rules,” “thrilling and exciting,” and “the game is settled in no time.” To play, players insert a sword into a slot of the barrel in turns, and if the “Blackbeard pirate figure” in the barrel pops out, the player loses. While feeling thrilled and excited, wondering who will have the “Blackbeard pirate figure” pop out, everyone can share the same time and experience and enjoy communication.

“Pop-Up Pirate” official website www.takaratomy.co.jp/products/kurohige



■About TOMY Company, Ltd.

TOMY was founded in 1924. A comprehensive manufacturer of toys and content originating from toys that produces toys in a wide variety of genres and character types for people of all ages, genders and nationality. Generations of families have enjoyed our all-time favorites such as “Plarail,” “Tomica,” and “Licca,” and such toys as “Beyblade” and “Transformers” have become big sellers and have created a social phenomenon.

We will continue to adapt ourselves, as a toy manufacturer, to the change of time in order to provide people all over the world with “new value of amusement.”

Official Website: www.takaratomy.co.jp

■About Cluster, Inc. (cluster)

We (Cluster) provide and expand a metaverse platform where anyone can join events such as live concerts and conferences virtually, in addition to playing on worlds and games together with their friends. Tens of thousands of people can join simultaneously on their preferred choice of device, including their phone, PC, or VR headset. This enables the production and management of large-scale events and the permanent installations of popular collaborative content, such as the fully released “Virtual Osaka” and “Virtual Shibuya,” officially recognized by Shibuya Ward.

With the aim of accelerating human creativity, Cluster continues to realize the metaverse and provide a brand new, entertaining, and exciting experience.

Official Website: www.biz.cluster.mu

For press inquiries, please contact:

Public Relations Division, TOMY Company, Ltd. Tel: 03-5654-1280 Fax: 03-5654-1380
Cluster, Inc. Public Relations pr_cluster@cluster.mu

For consumer inquiries about “Metaverse Pop-Up Pirate,” please contact:

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