

**“The 2023 Japan Toy Awards”
The TOMY Group receives the Grand Prize,
Innovative Special Award, etc. for a total of 7 products!**

Action Toys Category Grand Prize: TOMICA Slider Parking 50
Character Toys Category Grand Prize: Linked with Camera! SMAPHO ROTOM
Educational Toys Category Grand Prize: Baby Smile Honda Sound Sitter
Innovative Special Award: SORA-Q Flagship Model
**Excellence Award: Sparkling Color Change Gelato Licca, Tobidase! Cubits (Bitzee),
 and the PLARAIL REAL CLASS Series**

TOMY Company, Ltd.

The TOMY Group (TOMY Company, Ltd.; Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) received awards for a total of 7 products, including Grand Prizes in three categories, the Innovative Special Award, and the Excellence Award in three categories at the 2023 Japan Toy Awards sponsored by the Japan Toy Association on Tuesday, June 6, 2023.

◆ 2023 International Tokyo Toy Show TOMY Company Website: www.takaratomy.co.jp/2023toyshow

Three products received the Grand Prize, with TOMICA Slider Parking 50, which lets you park and launch 50 Tomica cars all at once, winning in the Action Toys Category; Linked with Camera! SMAPHO ROTOM, which lets you use a camera to venture into the world of the animated Pokémon, winning in the Character Toys Category; and Baby Smile Honda Sound Sitter, a plush toy that plays the sounds of engines, the culmination of automobile manufacturer Honda’s technology, winning in the Educational Toys Category.

Meanwhile, the SORA-Q Flagship Model, a 1/1 scale model of the ultra-compact transforming lunar robot SORA-Q developed jointly with the Japan Aerospace Exploration Agency (JAXA), received the Innovative Special Award.

The following three products received the Excellence Award in three categories: Sparkling Color Change Gelato Licca, with hair color that transforms under light, in the Basic Toys Category; Tobidase! Cubits (Bitzee), a new kind of digital pet that you can actually touch, in the Communication Toys Category; and PLARAIL REAL CLASS Series, a PLARAIL series for adults, in the High Age Target Toys Category.



Grand Prize: TOMICA Slider Parking 50



Grand Prize: Linked with Camera! SMAPHO ROTOM



Grand Prize: Baby Smile Honda Sound Sitter



Special Award for Innovation: SORA-Q Flagship Model

List of Grand Prize Winners of the 2023 Japan Toy Awards

[Grand Prize, Action Toys Category]

Action Parking That Lets You Park and Launch 50 Tomica Cars at Once!



TOMICA Slider Parking 50

[Sales agent: TOMY Company, released on Saturday, July 15, 2023/JPY 8,800 (tax included)]

www.takaratomy.co.jp/products/tomica/tomicaworld/town/sliderparking.html

TOMICA Slider Parking 50 is a five-story parking structure with a long slider. Not only can you park Tomica cars, but you can also drive them down the slider as you play to create a big impact. Press the switch at the top of the gate to launch the Tomica cars down the long slider starting from the fifth floor downward. A horizontal loop slider is released when the long slide is lowered to the first floor, letting you enjoy an awe-inspiring simultaneous launch of Tomica cars. The weight of the long slider is used to optimally adjust the fall speed, allowing the cars to run without batteries. Not only can it park 50 Tomica cars, but once you are done playing, it can be used to park and display Tomica cars, making cleanup easy. (The long slider can be removed and stored in the main unit.)



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*Tomica (miniature cars) not included.

[Features Recognized]

This toy was rated highly for the fact that it lets you enjoy exhilarating gameplay in which cars are launched from each floor all at once down the long slider of a five-story parking structure that can fit 50 cars without the need for batteries as well as for its consideration for ease of storage after use.

[Grand Prize, Character Toys Category]

Identify colors around you with the camera and link them to the world of Pokémon!

500 Pokémon from all regions, including the Paldea region, appear here.



Linked with Camera! SMAPHO ROTOM

[Sales agent: TOMY Company, released on Saturday, July 15, 2023/JPY 10,990 (tax included)]

www.takaratomy.co.jp/products/pokemon/camera_zukan_rotom

Linked with Camera! SMAPHO ROTOM is a LCD toy of SMAPHO ROTOM appearing in the animated TV series *Pokémon*. Featuring the **first-ever camera link function**, this product lets you explore the world of Pokémon as if you were in the cartoon.

Peer into this SMAPHO ROTOM to transform your room into a grassy plain where Pokémon dwell or a cave where Legendary Pokémon might be lurking for the Pokémon experience you have been dreaming of. Scan for colors around you using the camera and tap the screen to be transported to different fields modeled after the color the camera has identified. Pokémon suited to a particular field will appear—for example, scanning green might conjure a flower garden where Grass-type Pokémon appear—and the Pokémon discovered can be registered in the index. Furthermore, this lets you arrange photos you have taken with the camera as well as scan Pokémon displayed on your friend's SMAPHO ROTOM to make them appear on your own SMAPHO ROTOM to exchange information, creating fun memories with friends.

With 500 Pokémon from 9 different regions and 31 features, including Pokémon information read aloud in the same voice as the TV series as well as Pokémon battles and rhythm games, this product lets you enjoy the world of the animated TV series.



©Nintendo, Creatures, GAME FREAK, TV Tokyo,
ShoPro, JR Kikaku
©Pokémon

*This product cannot be connected to regular phone lines or the internet nor be used to make calls.

[Features Recognized]

This product lets users search for colors (5 varieties) around them using the SMAPHO ROTOM and link this to the world of Pokémon to encounter 500 different Pokémon in 20 types of fields as they try to complete the Pokédex. It was rated highly for letting users feel as though they were Pokémon trainers.

[Grand Prize, Educational Toys Category]

A plush toy that plays Honda engine sounds



Baby Smile Honda Sound Sitter

[Sales agent: T-ARTS Company, released on Saturday, October 28, 2023/JPY 8,250 (tax included)]

www.takaratomy-arts.co.jp/specials/hondasoundsitter

Testing by automobile manufacturer Honda has found that the sound of an engine is close to the sound that a baby hears inside the womb. Baby Smile Honda Sound Sitter was created with the idea of using this discovery in a toy that would be helpful when taking babies on outings.

T-ARTS developed a sound unit that meets toy safety standards through repeated prototyping in partnership with the Society for Harmonic Science in order to recreate the sound of the Honda NSK engine (second generation), the closest to the sound inside the womb in Honda's experiments. The plush toy features an original design based on the classic Honda S600 Coupe and can be hand-washed when the sound unit, which comes with a cloth cover, is removed.

Based on Honda's concept of "making outings safer for babies and more fun for families," this is a culmination of "kindness and manufacturing ingenuity" in a toy. Baby Smile Honda Sound Sitter helps create safe, happy outings with your baby.



Honda Official Licensed Product

[Features Recognized]

This product was rated highly for its ability to make outings safer for babies and more fun for families and for the fact that it creates excitement for children and parents alike and supports the growth process realized through a partnership between different industries.

[Innovative Special Award]

Play in space! A lunar robot in the palm of your hand. A 1/1 scale model of the transforming lunar robot developed with JAXA



SORA-Q Flagship Model

[Sales agent: TOMY Company, released on Saturday, September 2, 2023/JPY 27,500 (tax included)]

www.takaratomy.co.jp/products/sora-q

The **SORA-Q Flagship Model** is a 1/1 scale model the same size (approximately 80 mm in diameter) as the lunar robot SORA-Q*1 that recreates the same transformation and movements (butterfly and crawl) so that you can simulate the experience of exploring the moon's surface through SORA-Q at home. It can be controlled using a special app (free of charge) so you can enjoy the same movements as SORA-Q on the surface of the moon (transformation and front-to-back/left-to-right maneuvering). Take photographs through the device's camera, simulate lunar exploration (through in-app missions to be cleared using AR), and more to enjoy an awe-inspiring lunar experience at home.



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(*1) About SORA-Q: www.takaratomy.co.jp/products/sora-q

SORA-Q is the nickname for an ultra-compact transformable lunar robot co-developed by TOMY Company, the Japan Aerospace Exploration Agency (JAXA), Sony Group Corporation, and Doshisha University (approximately 80 mm in diameter and 250 g). The same transformable robot participated in LAMPE*2, JAXA's lunar mission. For its next lunar mission, it will be loaded onto JAXA's Smart Lander for Investigating Moon (SLIM) and launched to the moon after August 2023. A live viewing will be hosted during the launch to provide support for the SORA-Q lunar landing from the people of Earth. It is our sincere hope that, through SORA-Q, children will take an increased interest in the natural sciences and come to know the wonders of space.

(*2) JAXA's Lunar surface data Acquisition Mission for Pressurized rover Exploration (LAMPE) Mission Website: humans-in-space.jaxa.jp/biz-lab/tech/lampe

[Features Recognized]

The ultra-compact transforming lunar robot SORA-Q, co-developed by TOMY Company with JAXA and more, has been praised as a groundbreaking and aspirational challenge in which a toy company contributed to actual space development using expertise in miniaturization and transformation cultivated through toy making.

*SORA-Q Flagship Model will be sold as a 1/1 scale model of SORA-Q.

List of Excellence Award Winners of the 2023 Japan Toy Awards

[Excellence Award, Basic Toys Category]

Change the color with light!

Introducing a LICCA doll whose mysterious mint-green hair transforms color!



Sparkling Color Change: Gelato Licca

[Sales agent: TOMY Company, on sale now/JPY 5,940 (tax included)]

licca.takaratomy.co.jp/products/doll/gelato_licca

The **Gelato Licca** Doll series lets you have fun changing the color of the doll's hair and accessory parts ("Toppin' Jewels"). Use the "Color Change Light" included with the product to change Licca's hair from mint green to purple and to change the hair of Sparkling Color Change: Gelato Moe, Licca's new friend released at the same time, from purple to pink. The Toppin' Jewels changes from transparent blue and yellow to pink and purple, letting you enjoy a variety of hair styles.



© TOMY

Left: Moe, Right: Licca

[Features Recognized]

This toy was rated highly for its ability to let users repeatedly experience the fun of changing the colors of Licca's trendy mint green hair to purple as well as the included accessories, the first gimmick of its kind, just by using the Color Change Light.

[Excellence Award, Communication Toys Category]

When you open the cube...it pops out and surprises you! When you touch it, it surprises you! A digital pet with a new sensation that you can actually touch thanks to a Real Touch Innovation



Tobidase! Cubits (Bitzee) (Total of 2 colors)

[Sales agent: TOMY Company, released on Saturday, July 1, 2023/JPY 6,598 (tax included)]

www.takaratomy.co.jp/products/cubits

Tobidase! Cubits (Bitzee) (available in two colors: Purple & Mint) has a display unit with LEDs attached on its edge so that when the cube is opened, the character appears to actually float, and the real touch innovation makes it possible to touch the character directly even though it is digital. When you touch the character, it reacts by changing its facial expression and making sounds, and the more you take care of it, the more it "evolves" by up to two levels. If you don't take care of it, it will run away from home; you can play just like raising a pet that exists in the real world. There are a total of 15 unique and adorable characters. In addition to standard care play such as feeding, cleaning, putting it to bed, etc., you can enjoy a total of 15 different types of mini-games, such as quizzes, racing, and fall-catching games. Realistic communication through direct touch makes you feel more attached to the product.



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[Features Recognized]

We adopted a new mechanism that makes a digital pet pop out when the cube is opened, allowing users to directly touch it. This product was highly rated as an innovative communication and pet simulator game that lets users pet and play with the pet directly to create deeper affection.

[Excellence Award, High Age Target Toys Category]

The joy of displaying and the joy of conducting achieved through faithfully recreated modeling and painting!
A PLARAIL series for grown-ups



PLARAIL REAL CLASS Series

[Sales agent: TOMY Company, released on June 22, 2023/JPY 7,700 (tax included)]

www.takaratomy.co.jp/products/plarail/realclass

PLARAIL REAL CLASS was released in June 2023 as a new series for adults in the PLARAIL railway toy series that it is both “fun to display” and the “fun to run.” As the first installment, the 185 Series Express Train (*Odoriko*, Green Stripe) and the Odakyu Romancecar 3100 Type NSE, iconic trains that captivate the hearts of adults, were released. This series strives to depict train cars down to minute details, including modeling, painting, roof, seats, and electric-rod pantograph apparatus, aiming for a finish that satisfies adults. This adult-oriented series is characterized by “realistic designs that make for fun decorations and a range of iconic trains adored during childhood.”



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小田急電鉄株式会社商品化許諾済

[Features Recognized]

This toy was rated highly for achieving modeling previously unseen in PLARAIL, such as roof coolers, pantographs, and seats, for thoroughly researching the kind of PLARAIL grown-ups would want, and for pursuing greater realism through the technology cultivated by PLARAIL.

(Reference)

“CHOGOKIN × ZOIDS”: CHOGOKIN RZ-041 Liger Zero (sales agent: BANDAI SPIRITS), created from the “Dream Together - Connecting Desires, Creating Dreams -” collaborative project between BANDAI SPIRITS and TOMY Company, received the Grand Prize in the High Age Target Toys Category.

Grand Prize, High Age Target Toy Category

CHOGOKIN × ZOIDS: CHOGOKIN RZ-041 Liger Zero

[Sales agent: BANDAI SPIRITS, released on June 17, 2023/JPY 35,200 (tax included)]

tamashiiweb.com/item/14208

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The product version of Liger Zero, which typifies the second series of ZOIDS deployed during Japan’s Heisei era (1989-2019) through collaboration between the two major historic brands CHOGOKIN and ZOIDS. It achieves flexible, beast-like movement despite its metal body, faithful to the core concept behind ZOIDS of “biomechanical lifeform.” It contains many gimmicks to bring out the appeal of Liger Zero, including a detachable Zero Unit and glowing eyes.

<The 2023 Japan Toy Awards>

The Japan Toy Awards were established in 2008 with the hope of creating and spreading more quality toys that everyone can enjoy comfortably. Founded with a mission to provide an opportunity for many consumers to get to know toys and enjoy them, the Japan Toy Awards were presented for the 15th time this year. Out of a total 325 products submitted by 37 companies, award winners were selected through rigorous examinations by experts with keen eyes. One Grand Prize winner and four Excellence Award winners were selected for each of the following seven categories. In addition, there are Outstanding Sales Award, Special Award, etc. as other awards for which the association selects recipients.

1. **Educational Toys category** : Toys that are helpful to intellectual training, education and coursework
 2. **Basic Toys category** : Basic toys that develop five senses
 3. **Action Toys category** : Toys with which you can play actively
 4. **Communication Toys category** : Toys that everyone can enjoy regardless of age
 5. **Character Toys category** : Toys based on character intellectual properties
 6. **High Age Target Toys category** : Toys that adults can enjoy
 7. **Accessible Design Toys category** : Toys made with “considerations” to enable children with and without visual or hearing disabilities to have fun playing with them
- ★ **Outstanding Sales Award** : Toys that made a significant contribution to the retail sector by driving the Japanese toy market in the year ended March 31, 2023
- ★ **Innovative Special Award** : Toys with particularly prominent novel ideas, new materials, new technologies, etc.

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