

Long-Selling Board Game Jinsei game for Nintendo Switch Debuts  
as a Video Game Exclusively for the Nintendo Switch!

Grow Your Avatar With Every Spin of the Wheel! Navigate Life Through Luck and Choice

“Jinsei game for Nintendo Switch™”

To be launched on Friday, October 6, 2023

Featuring Koichi Yamadera and Kana Hanazawa as Voice Actors for Characters

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushikaku, Tokyo) will release “Jinsei game for Nintendo Switch” (SRP: JPY 6,600/tax included), a Nintendo Switch-exclusive video game version of the long-selling board game *The Game of Life*, which is celebrating the 55th anniversary of launch in 1968, starting Friday, October 6, 2023, at toy stores, toy sections of department stores/mass retailers in Japan, online stores, TOMY Company’s official online store “Takara Tomy Mall” ([takaratomymall.jp](http://takaratomymall.jp)), Nintendo eShop, “My Nintendo Store” ([store-jp.nintendo.com](http://store-jp.nintendo.com)), etc.



This newly released version of “Jinsei game for Nintendo Switch” is **the first Nintendo Switch exclusive and adds digital and RPG elements to the game**. The basic rules, in which the person with the greatest wealth at the goal wins, remain unchanged, but a major new feature is that you create an avatar at the start of the game, which grows each time you move your piece and experience an event. Players have **four parameters of Intelligence, Strength, Sense, and Luck**, and grow in the direction they wish to go in life based on the luck of the wheel and choices made in response to event questions and club activities appearing on the square they have landed on. Players can then get a job in a profession suited to their parameters. Part of the fun is that players can decide freely whether to live for work, love, collecting wealth, or any other way of life. Fun elements of the board game version of *The Game of Life*, such as the detailed movement of the wheel and the sensation of spinning it, have been faithfully replicated in digital form, including familiar elements like comebacks in the final stages.

In addition to “Jinsei game for Nintendo Switch,” there is also a mode that allows you to enjoy the original board game.

This product was developed so that players could experience fast-paced gameplay, a wealth of events, communication between players that has been cherished for 55 years since the release of *The Game of Life*, and the feeling of fun and fulfillment at the end of the game. Children playing can imagine their future while families and friends can reminisce on different times in their lives, and game enthusiasts can explore the depths of strategy hidden in the game for multiple plays, making this a product fun for all ages. In addition to local multiplayer, online play is also available, letting you play with people who live far away. The voice actors for the characters appearing as emcees in the game are Koichi Yamadera as Banjo Haran and Kana Hanazawa as Maho Junpu for an even more lavish game.

# Features of the Product

## ◆ How to Play

### Modes

There are three playable modes: Life Mode, Kids-Only Mode, and Adult Mode. There are seven stages: infancy, elementary school, middle school, high school, early adulthood, late adulthood, and the final stage, with the mode determining the stages you experience. Data from childhood (infancy to high school) can be saved, letting you use the saved data to play in Adult Mode.



### Number of Players

Can be played by 1 to 4 players. Online multiplayer is available as well, letting you play with people who are far away. You can also play against the CPU, which can focus on intelligence, romance, or other aspects for a different game each time you play.

### Gameplay

#### **(1) Spin the wheel to grow your avatar! Interact with other players as well.**

Combine your favorite body features to create your own avatar. Spin the wheel and move your piece forward to grow the four parameters of Intelligence, Strength, Sense, and Luck through events that occur on the squares you land on. The events on the squares include multiple-choice questions, making it easier to grow in the direction you want.

Landing on the same square as another player may trigger a mini-game, where winning can increase your parameters or earn you money, helping you to advance the game in your favor. There are also squares designed to foster communication between players where you can receive items or compliments from other players.



Avatar Creation



Parameters

#### **(2) Choose your own profession. Aim to increase your rank.**

Your profession will increase in rank according to the parameters you grow. Professions include those that automatically increase in rank when parameters are met, such as a company employee, as well as those that require a successful spin, such as a baseball player or a pop star, and there are a variety of events for each profession so that players can experience different kinds of fun.



Professions increase in rank as parameters improve

#### **(3) Life isn't all work! The way you choose to live is entirely up to you!**

Besides work, you can date potential future partners or collect treasure to increase your wealth. Whether you live for work, love, or wealth is up to the player. Live life in your own way as you aim to be a millionaire.



You can even propose!

#### **(4) Play in Board Game Mode that replicates the board game faithfully!**

In addition to the “Jinsei game for Nintendo Switch” mode, this title includes Board Game Mode that lets you play a faithful replica of the board game version of *The Game of Life* released in 2016. This lets you experience the world of the board game as is, letting you enjoy two types of *The Game of Life* within a single piece of software.

Product website: [www.takaratomy.co.jp/products/jinseidigital](http://www.takaratomy.co.jp/products/jinseidigital)

## ◆ Famous Voice Actors as In-Game Emcees

The game's emcee characters, Banjo Haran and Maho Junpu, are voiced by the popular voice actors Koichi Yamadera and Kana Hanazawa, adding excitement to the game.

### Koichi Yamadera as Banjo Haran



Being able to voice a character in such a popular game is truly thrilling!  
This game also makes me wonder what my life would have been like had I not become a voice actor!  
Everyone, please play this new and evolved Switch version of *The Game of Life*!  
Only the wheel knows your fate!!

### Kana Hanazawa as Maho Junpu



I had the pleasure of voicing the cheerful and adorable Maho Junpu, an emcee of this version of *The Game of Life*!  
Together with Banjo Haran, voiced by Koichi Yamadera, we've livened the game up, so even if you end up in last place, you'll enjoy the game with minimal damage! I would be delighted if you could have a blast playing with your family and friends!

## Product Outline

|                              |  |
|------------------------------|--|
| <b>Product Name:</b>         | <b>“Jinsei game for Nintendo Switch”</b>   |
| <b>SRP:</b>                  | JPY 6,600 (tax included)   |
| <b>Launch Date in Japan:</b> | Saturday, October 6, 2023  |
| <b>Sales Area:</b>           | Japan  |
| <b>Sales Format:</b>         | Packaged Version, Download Version   |
| <b>Network Features:</b>     | Local network or online network  |
| <b>Number of Players:</b>    | 1 to 4, online multiplayer available   |
| <b>Sales Channels:</b>       | Toy stores, toy sections of department stores/mass retailers in Japan, online stores, TOMY Company's official online store “Takara Tomy Mall” ( <a href="https://takaratomymall.jp">takaratomymall.jp</a> ), Nintendo eShop, “My Nintendo Store” ( <a href="https://store-jp.nintendo.com">store-jp.nintendo.com</a> ) |
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## About *The Game of Life*

“The Game of Life” is a board game where a player spins the wheel and moves forward the space, aiming to become a billionaire experiencing various events in life. It was launched in September 1968 in Japan during the period of high economic growth with the TV commercial starting with a catch copy of “Life has its ups and downs.” The first generation “The Game of Life” in Japan was close to the literal translated edition of “THE GAME OF LIFE” which was launched in 1960 in the United States. Since then, contents of the game became a Japanese original from the third generation launched in 1983, constantly developing as a game with topicality while reflecting aspects of life and trend of the period.

[www.takaratomy.co.jp/products/jinsei](https://www.takaratomy.co.jp/products/jinsei)

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