



For Immediate Release

January 31, 2024

**Total series sales exceed 700,000 units!****The third installment of the LCD care toy with a new “texture,” “Punirunes”****“Punirunes Punitomo Tsūshin ”****To be launched on Saturday, March 2, 2024**

Characters jump from the “communication movie” displayed on TVs, smartphones, etc.,  
right onto the screen of the toy!?

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release “**Punirunes Punitomo Tsūshin**”, featuring a new “communication play” function, available in three colors (SRP: JPY 7,150 each/tax included), as a new product in the LCD care toy with a new texture, “Punirunes” series on Saturday, March 2, 2024 at toy stores, toy sections of department stores and mass retailers throughout Japan, online stores, TOMY Company’s official online store “Takara Tomy Mall” ([takaratomymall.jp](http://takaratomymall.jp)), etc.



“**Punirunes Punitomo Tsūshin**” is the third installment<sup>(\*)1</sup> of the LCD care toy with a new texture, “Punirunes.” A new function called “communication play” has been added, while retaining the basic play of the LCD care toy with a new texture, “Punirunes,” which offers the fun of care play and mini games with a texture that feels like directly touching a character in the LCD screen by operating the “punipuni (squishy) button” at the depth of the hole on the side of the main unit. Characters can appear on the LCD screen from “communication movies” (videos) projected on TVs, smartphones, etc., and come and go on the LCD screens with other Punitomo Tsūshin devices. There are more than 60 different “Puni Friends” characters that you can meet through “communication,” and since you can touch these “punipuni” characters, you can imagine that they might actually exist, providing an exciting experience. New characters and items have been added, care play and mini games have been redesigned, and the device’s colors and design have been redesigned. With the new “communication play” feature, this product can be enjoyed by those who are new to “Punirunes” as well as those who have already played with it before.

The “Punirunes” series has been highly acclaimed as a new type of playing with “adorable squishy characters,” “a curious sense of integration between digital and analog as if you are actually touching the characters,” “a ‘punipuni’ tactile feeling that makes you want to touch the characters,” and “attachment to the characters created by touching them,” and the total number of units shipped since its launch in July 2021 has exceeded 700,000 (including South Korea, Taiwan, Hong Kong,

and Macao, as of the end of January 2024). It was decided that a TV animation series would be broadcast in 2022, the following year, (broadcast from October 2022 to March 2023 on six broadcast stations affiliated with Television Osaka and TV TOKYO), and the content has grown to be enjoyed by many people through the development of soft toys and candy toys (Sales Agent: T-ARTS Company, Ltd.), as well as the release of products and partial animation broadcasts in Asia (South Korea, Taiwan, Hong Kong, and Macao).

(\*1) “Punirunes” was launched in July 2021, and the second installment, “Punirunes Puni Plus,” with additional characters and items from the TV animation series, was launched in October 2022.

## About “Punirunes Punitomo Tsūshin ”

With “Punirunes,” once you put your finger in the hole of the main unit, a sensor detects it and a finger appears on the LCD screen. When you operate the “punipuni”-textured button at the depth of the hole, a finger appearing on the LCD screen is linked to your finger, so you can take care of the character by moving your finger from side to side to pet the “punipuni” character, long pressing the button and then releasing your finger to make it jump, and so on. You can experience a curious sense of integration between digital and analog as if you actually touch “punipuni” characters in the digital world. “Punirunes Punitomo Tsūshin ” is equipped with a new feature called “communication play.”

### <Product Features>

#### ★“Communication with movies”: Characters appear on the LCD screen coming from the movie!?

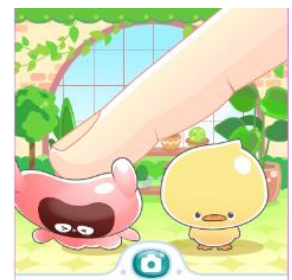
Play a communication movie<sup>(\*2)</sup> on your TV or smartphone, and when you bring the Punitomo Tsūshin device close to it, the characters from the movie will appear on the LCD screen. In addition to characters, you may also receive limited items and “puni coins” that can be used to buy meals and other items. The mysterious gimmick is achieved by the device receiving the movie’s special sound (a sound with a high frequency within the audible range).

(\*2) Communication movie: A short animation featuring the Punirunes characters will be released on TOMY Company’s official YouTube channel ([www.youtube.com/@takaratomychannel](http://www.youtube.com/@takaratomychannel)) on Saturday, March 2, 2024 for a total of seven episodes.



#### ★“Communication with friends”: Characters can go back and forth between the LCD screens of other Punitomo Tsūshin devices!?

When the Punirunes Punitomo Tsūshin devices are placed close to each other, the characters can go to and from each other’s LCD screen. You can squish two characters at the same time on a single LCD screen, enjoy matching accessories such as the same headband, and take “puni photos” with them (up to 50 photos can be saved). In addition to “communication with friends,” a random character will come to visit once a day.



#### ★More than 60 characters, the most ever! Introducing brand new characters as well!

There are more than 60 “punipuni” characters in the toy, the largest number ever, including familiar characters as well as new ones. This “Punirunes Punitomo Tsūshin ” also has three different phases of “Babyuni,” “Kidspuni,” and “Otonapuni.” They will grow steadily if you take care of them.



**★A total of seven different mini games! The care play has been improved as well!**

By operating the “punipuni” button, you can play seven different mini games in addition to “meal,” “kitchen,” “cleaning,” “bath,” and other care plays. A game element has been added to the care play feature, with occasional rewards for good performance. The mini games have been revamped, and new games will also be introduced. You can enjoy shopping for “ingredients,” “clothes,” and “makeovers” using “puni coins” obtained from the game.



**<Product Outline>**

“Punirunes Punitomo Tsūshin” (three different colors: pink, blue, and purple)

- SRP: JPY 7,150 each (tax included)
- Launch Date in Japan: Saturday, March 2, 2024
- Recommended Age: 6 years and up
- Package Contents: Main unit × 1
- Dimensions: W 78 × H 72 × D 55 mm (size of the main unit)
- Weight: 146 g (including batteries)
- Sales Channels: Toy stores, toy sections of department stores/mass retailers in Japan, online stores, and TOMY Company’s official online store “Takara Tomy Mall” ([takaratomy.jp](http://takaratomy.jp)), etc.
- Batteries Required: 3 × AAA alkaline (not included)
- Copyright: © TOMY
- Official Website: [www.takaratomy.co.jp/products/punirunes](http://www.takaratomy.co.jp/products/punirunes)
- Product Video: [www.takaratomy.co.jp/products/punirunes/movie/](http://www.takaratomy.co.jp/products/punirunes/movie/)



\*The “Punirunes Punitomo Tsūshin Premium” (SRP: JPY 9,878/tax included) will also be released simultaneously, featuring an Airun motif silicon cover and an originally designed strap attached to the main unit (pink) of the Punirunes Punitomo Tsūshin.



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