

For Immediate Release



September 7, 2020

The new animation **“DRAGON QUEST The Adventure of Dai”** will air from Saturday, October 3 for the first time in about 30 years!

With 2D code linked to the arcade game! Palm-sized metal toy collection
“DAICOLLE First Series”

Acrylic card-shaped 2.5-dimensional display figure
“Visual Figure”

To be launched Saturday, October 24, 2020

A lineup that includes a rich variety of items that evoke famous scenes such as **“Avan Strash!!!”** and **“Kafrizz!!!”**

TOMY Company, Ltd.



“DAICOLLE First Series” (front) and “Visual Figure” (back)

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release toys which reproduce the world of **“DRAGON QUEST The Adventure of Dai”** ^{(*)1}, a new TV animation to be aired on broadcasting stations affiliated with TELEVISION TOKYO from Saturday, October 3, 2020, including **“DAICOLLE First Series”** (SRP: JPY 450/tax not included), and **“Visual Figure”** (4 types, SRP: from JPY 1,200/tax not included), on Saturday, October 24, 2020, at toy stores, toy sections of department stores/mass retailers, online shops, and TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp), etc.

“DAICOLLE First Series” is a collection of palm-sized die-cast metal toys of weapons and items that appear in the animation. One of the seven types of weapons or items (including one secret item) used by appearing characters such as “Knife of Papnica”, “Vortex Axe” and “Gomechan” are included randomly in a treasure chest (product package). In addition, the “Treasure Chest Get Code” enclosed in the treasure chest is linked with the battle card arcade game, Arcade Game of “DRAGON QUEST the Adventure of Dai” (T-ARTS Company, Ltd.), and you can get items in the game. Further, if a lucky card is enclosed, you can get a special deluxe “Golden Gomechan”. Many attractions are packed in one box.

“Visual Figure” is an acrylic card-shaped 2.5-dimensional display figure, roughly 10 cm in height, of appearing characters such as Dai, Popp and Leona. Famous scenes in the drama are beautifully and precisely drawn.

Toys linked with “DRAGON QUEST The Adventure of Dai”, the first new animation in about 30 years, can be enjoyed by children as items to enter the world of a new adventure story, and also by adults (parent generation) as items to evoke famous scenes such as “Avan Strash!!!” and “Kafrizz!!!”.

(*)1 About “DRAGON QUEST The Adventure of Dai”

The original comic “DRAGON QUEST The Adventure of Dai” was serialized in “Weekly Jump” for seven years from 1989 to 1996, and it is the first long-running comic series entitled “DRAGON QUEST”. The cumulative circulation of the comic book exceeds 47 million copies, and it is still a work that boasts a deep-rooted popularity. It was made into a TV animation in 1991, and the new animation will be aired from Saturday, October 3 for the first time in about 30 years.

“DRAGON QUEST The Adventure of Dai” Toy Series Product Outline

Toys which reproduce the world of “DRAGON QUEST The Adventure of Dai”, the new TV animation to be aired from Saturday, October 3, 2020, will go on sale from Saturday, October 24!

Launch Date in Japan: Saturday, October 24, 2020

Recommended Age: DAICOLLE: 6 years and up/Visual figure: 8 years and up

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.com), etc.

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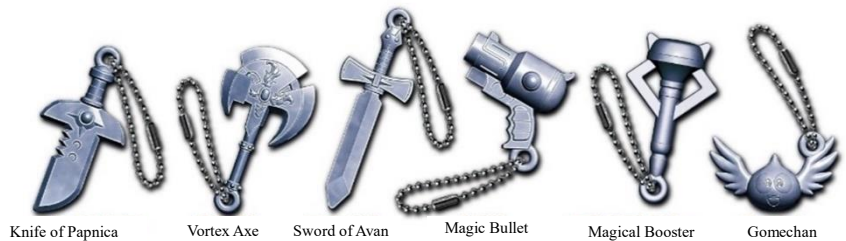
Website: www.takaratomy.co.jp/products/dqdai

【Product lineup】

■“DAICOLLE First Series”

SRP: JPY 450 (tax not included)

Dimensions: W 24 mm x H 49 mm x D 7 mm (item size (example: size of the Knife of Papnica))



Knife of Papnica

Vortex Axe

Sword of Avan

Magic Bullet

Magical Booster

Gomechan

- Collection of palm-sized die-cast metal toys of weapons and items that appear in the animation. One of the seven types of weapons or items (including one secret item) used by appearing characters such as “Knife of Papnica”, “Vortex Axe” and “Gomechan” are included randomly in a treasure test (product package) (You can’t choose the item you want). They are attached with ball chain holders, so you can carry them with you at any time.
- The “Treasure Chest Get Code” enclosed in the product is linked with the battle card arcade game, Arcade Game of “DRAGON QUEST the Adventure of Dai” (T-ARTS Company, Ltd.) ^{(*)2}, and you can get items in the game. If you place the 2D code on the back of the “Treasure Chest Get Code” over the game machine, a treasure chest will appear and you can get items.
 - ▶ To get the items, you need a special IC card “Adventure Log” (sold separately).
 - ▶ The “Treasure Chest Get Code” can be read only once for each Adventure Log
- If a lucky card is enclosed, you can get a special deluxe “Golden Gomechan”.
 - ▶ For application methods, please see the official website.



Palm-sized weapons and items



2D code on the back of the “Treasure Chest Get Code” is linked to the game



You will get “Golden Gomechan” if a lucky card is enclosed

(*2) About Arcade Game of “DRAGON QUEST the Adventure of Dai”

Arcade Game of “DRAGON QUEST the Adventure of Dai” developed by T-ARTS Company, Ltd. is an arcade game where you can load cards, calling up characters on the screen, and then do battle with enemies. You can enjoy doing battle by moving familiar characters which appear in “DRAGON QUEST The Adventure of Dai”, including Dai, Popp and Maam.

- Title: Arcade Game of “DRAGON QUEST the Adventure of Dai”
 - Platform: Arcade game machine
 - Genre: Battle card arcade game
 - Play fee: From JPY 100 per play (tax included) — (one or more cards will be distributed)
 - Start of operation: scheduled from fall 2020
 - Production and sale: T-ARTS Company, Ltd.
 - Planning, development and creation: T-ARTS Company, Ltd.
 - Planning and supervision: SQUARE ENIX CO., LTD.
 - Supervision: Yuji Horii
 - Official Website: www.dqdai-xb.jp
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■“Visual Figure”

SRP: JPY 1,200 each (tax not included) for VF-01 Dai, VF-02 Popp, and VF-03 Leona

JPY 2,400 (tax not included) for VF-04 Avan VS Hadlar

Dimensions: W 110 mm x H 103 mm x D 65 mm (example: Dai’s size)



• There are 4 types of acrylic card-shaped 2.5-dimensional display figures, roughly 10 cm in height, including Dai, Popp, Leona, and Avan vs Hadlar (2-figure set).

• Famous scenes in the drama are beautifully and precisely drawn.

Dai... a scene that Dai unleashes his special technique learned from Avan: “Avan Strash!!!”.

Popp... a scene of Popp chanting “Kafirizz!!”, a spell that pops out with Magical Booster.

Leona... a famous scene where Leona, the princess of the Papnica Kingdom, gives a knife to Dai.

Avan vs Hadlar... a scene of the desperate destiny battle between Avan and Hadlar, two master spirits of justice and evil.

<To be launched in the Coming Winter>

■“ACT BRAVER”

Planned sales price: JPY 2,000 each (tax not included/tentative price)



Dai



Popp



Hyunckel

• Grip-sized figure with height of about 8 cm and joints that are movable in 14 places to reproduce the kill techniques of Dai, Popp and Hyunckel.

****NEWS****

◎ A video program introducing the latest information on “DRAGON QUEST The Adventure of Dai” will be available from the middle of September.

We will start airing programs to disseminate information on the animation, games and comics of “DRAGON QUEST The Adventure of Dai” focusing mainly on toy information.

Scheduled to be distributed from the middle of September on TOMY Company Official YouTube Channel (www.youtube.com/user/takaratomychannel)

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