

For Immediate Release

Developed in Collaboration with Doshisha University Students!

## 3-D Camera and Viewer **3-D Shot Cam** The Photos Jump Out at You!

**3-D Photography for only ¥5,980! Make Original Greeting Cards with 3-D Photos!**

Tokyo, Japan, November 6, 2008: TOMY Company, Ltd. (President, Kantaro Tomiyama), announces the *3-D Shot Camera*, a digital camera which takes 3-D photographs. (SRP JPY 5,980, incl. 5% Japan consumption tax). It will go on sale in Japan in the Spring of 2011 and be available at camera, variety and toy retailers nation-wide as well as through online retailers.

The *3-D Shot Cam* takes two photos simultaneously and when printed out in “L-size” the two photos are automatically aligned side-by-side so that when the border around the photos is cut to fit into the included viewer, the image is seen as three dimensional.

The viewer, which is made of cardboard, can be folded flat to become a compact postcard size of 100 x 146mm. By writing a message on the viewer, the viewer and photo can be easily sent as a unique greeting card. Photos of people, flowers, scenery, and buildings; anything at all can become an original 3-D present for that special someone! Or just take pictures and enjoy the phenomenon of three dimensional images for yourself.



The *3-D Shot Cam* works on the same principle as human vision, using two side-by-side lenses to take two pictures from two slightly different angles, creating two photos which, when viewed through the two lenses of the 3-D viewer, simulate the real-world three dimensional view. The product includes a digital camera and two special viewers. At only 55 x 142 x 30mm and weighing only 100g the camera is also compact enough to go anywhere and will be available in two colors, white and pink. It is powered by three AAA batteries and data is stored on standard SD memory cards (up to 8GB, sold separately). Photos can be printed out on household printers or at any photo shop. In addition to the two viewers included, additional viewers will be available in packs of five (MSRP JPY 980, incl. tax) so that users can be free to give away as many 3-D photos with a viewer as desired.

*3-D Shot Cam* was conceived by second year Economics students as part of a project at Doshisha University, which utilizes a unique “Project Based Subjects<sup>1</sup>” curriculum. The project was titled, “How Students Can Learn from the Toy

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<sup>1</sup> The “Project-Based Subjects” curriculum represents a new style of learning. In contrast to the style of class where the teacher stands in front of the students and gives out knowledge in one-sided lectures, the Project-Based Subjects demand hands-on involvement by the students themselves, as they must think up and put together a plan, engage in numerous discussions, and then take action to realize their plan. Based on various themes submitted by people in the corporate sector or from the local community, students are able to acquire knowledge and skills that are actually in business and society. Students are proactively involved in the entire process of a project, from its start-up stage all the way through to its completion, enabling them to acquire the practical abilities needed to uncover and resolve problems. A particular feature of these subjects is that they are administered by people with extensive experience in society who are still currently active in the front lines and by full-time university faculty members.

Industry: Practical Experience and Independent Thinking through Toy Planning & Development.”

Recently, the popularity of 3-D movies has piqued consumers’ interest in many other 3-D products such as televisions, videogames, PCs etc. Now, not only experienced photographers, but even novices can enjoy the fun of 3-D photography with the simple and affordable *3-D Shot Cam*.

**Product Details**

Product Name: *3-D Shot Cam*  
 Color Variations: White, Pink  
 MSRP: SRP JPY 5,980, incl. 5% Japan consumption tax  
 Date on Sale in Japan: Spring 2011  
 Date on Sale Internationally: Pending  
 Recommended Age: 12 years +  
 Package Contents: Digital Camera, Two 3-D Viewers, Instruction Manual  
 External Memory: SD Card (up to 8GB, sold separately)  
 Batteries: AAA x 3 (sold separately)  
 Battery Life: Approx. 200 photos (when taken in repetition)  
 Resolution: 0.3 Megapixels  
 Product Size: Toy: H55 x W142 x D30 (mm), Weight approx. 100g  
 Sales Target: 50,000 units in the first year  
 Sales Channels: Camera, variety, toy, online retailers  
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*3-D Shot Cam* includes digital Camera and two 3-D viewers. All samples shown are prototypes



*3-D Shot Cam* digital camera shown in pink and white

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