

For Immediate Release

Augmented Reality Video Camera Turns Any Spot Into a Fishing Spot!

Super Realistic
Fishing Simulation Game

Virtual Masters Real

On Sale July, 2011

Rod & Reel Give Realistic Shaking, Flexing and Resistance When a Fish Bites!

Tokyo, Japan, January 26, 2011: TOMY Company, Ltd. (President, Kantaro Tomiyama) announces the launch of an amazingly realistic fishing simulation game, *Virtual Masters Real*. It will go on sale in Japan in July and will be available at toy retailers nation-wide. The SRP for *Virtual Masters Real* is JPY 6,279, incl. 5% Japan consumption tax.



In recent years, the popularity of outdoor leisure activities has been increasing and the sport of fishing, which is popular with men and women of all ages, has been no exception. The so-called *yama-girl* (mountain girls) and *tsuri-girl* (fishing girls) trends are a testament to this. *Virtual Masters Real* was designed to make the enjoyment of fishing more accessible, through a highly realistic digital fishing simulation device. The device is designed in the shape of an actual fishing reel, but incorporates an LCD screen which displays realistic fishing scenes and the fish ready to be caught. Once a fish is caught, its details will be displayed on the screen and it can be saved into the memory.

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There are two main play modes consisting of Select Mode and AR Mode (AR=Augmented Reality¹). Select Mode allows the user to select the river, lake or ocean setting to fish. AR Mode is explained below.

Two Amazing Features: AR Camera and “Real Feel” Simulation

AR Mode

The camera in *Virtual Masters Real* incorporates AR technology which augments any location shown on the screen with fishing opportunities. Images of the living room or the park or even people walking around may be augmented to show fish swimming around them.

“Real Feel” Simulation

Additionally, *Virtual Masters Real* simulates the fishing experience by providing realistic simulated physical feedback from the rod and reel in the form of vibration and sounds from the reel and flexing action for the rod. For example, when casting there is a simulated whirling sound of the reel and line flying out and even the “plunk” of the rig hitting the water. Of course, the harder the user casts, the further the line flies. When there is a bite on the line the reel vibrates and the “weight” of the fish is felt by simulated line tension, (extra resistance when reeling in the line) in accordance with the size of the fish. Just like in real fishing, if the user doesn’t use the right finesse and timing in pulling the rod and reeling in the line, the fish will escape and the extra resistance felt on the reel will disappear. While all of this is happening, realistic sounds and images also are displayed on the screen to show how far away the fish is and



¹ “Augmented reality” is a term for a technology which enhances an image being shown on a screen (such as a live video image) by adding computer-generated elements such as sound or graphics, creating a synthesized image which combines the reality with the new elements.

other details.

With *Virtual Masters Real* the rules are simple enough for anybody to play so the fun of trying to “reel in the big one” can be experienced by young and old alike, anywhere, anytime.

Product Details

Product Name:	<i>Virtual Masters Real</i>
Suggested Retail Price:	JPY 6,279, incl. 5% Japan consumption tax
Date on Sale in Japan:	July 2011
Date on Sale Internationally:	TBA
Recommended Age:	6 years +
Package Contents:	Main unit (Rod & Reel Simulation Unit), Instruction Manual
Batteries Required:	3 x AA Alkaline batteries (batteries sold separately)
Camera Resolution:	0.3 Mega Pixels
Product Size:	(H)225 × (W)100 × (D)80 mm
Target Sales:	300,000 units in the first year
Sales Channels:	Department Stores, toy and variety stores and major retailers nationwide
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How to Play:

1. Select the way to play:

AR Mode: The AR camera modifies whatever location is in view of the camera, turning it into a fishing spot on the game screen.

Select Mode: Choose a simulated fishing locale, from pond to mountain stream to sea, etc., each with a different level of difficulty.

2. Select the lure

Strategically choose the lure or a bait to match the fishing conditions.

3. Find the best fishing spot

Use sonar to find where the fish are schooling and decide the location and depth to drop your line.

4. Casting

Casting is done with the same action as a real rod & reel; the harder the swing, the further the cast.

5. Reeling

Watch the fish on the screen. Control the lure by reeling in the line and pulling on the rod.

6. Getting a Bite

When you get a bite the reel will shake, the rod will flex and the action will appear on the LCD screen.

7. Setting the Hook

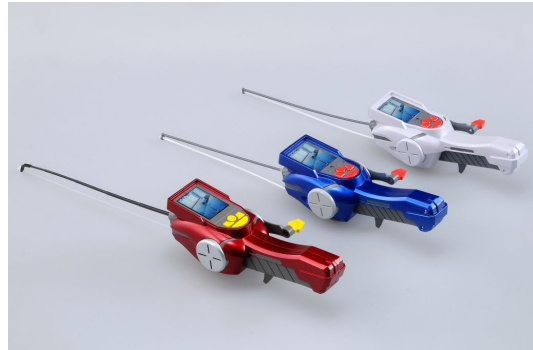
When you get a bite you must skillfully work the rod and reel to set the hook. If successfully hooked, the reel will shake as you work to reel in the fish. The LCD screen will also show the action of the fish fighting the line.

8. The Fight (The struggle to bring in a hooked fish)

You must watch the action of the fish carefully on the screen while you reel in the line, etc.

9. Clear

Fish successfully caught are displayed in color on the screen. Each catch can be saved to the memory and reviewed any time.



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