



June 4, 2018

HelloPika: A Pikachu robot that answers when spoken to

Responds to voice – talk and play!

To be launched Saturday, August 4, 2018

Now kids can take Pikachu with them everywhere they go!

HelloPika acts just like the real Pikachu, including cute motions and the Thunderbolt attack when angry.

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) announces the release of **HelloPika, a pocket-sized Pikachu robot that replies when spoken to** (SRP: ¥2,990 excluding tax). HelloPika will be launched on Saturday, August 4, 2018, and will be sold through channels throughout Japan such as toy stores, the toy department of department stores and major retailers, online stores and TOMY's official shopping site, Takaratomy Mall (takaratomymall.jp).

HelloPika was developed after TOMY had the idea to create a real Pikachu. When the user says "Hello, Pikachu," HelloPika turns toward the sound, just like the adorable anime character. It is also slated for release in nine other Asian countries including South Korea, China, Hong Kong, Taiwan, Singapore, Malaysia and Thailand.



Scan to play a video

◆Turns toward speech and replies in an irresistibly cute voice!

When spoken to, HelloPika turns toward the sound and replies with "Pika-pika" or "Pika-pi!" It responds to speech randomly from a range of actions including replying, singing, attacking (Thunderbolt), nodding, shaking its head or laughing. Its cheeks also light up, and it laughs when you tickle its tummy. Kids will feel like they are playing with a real Pikachu, and will want to talk to it again and again to see which adorable reaction they will receive.

◆Easy for anyone to play with! Can be played with anywhere, at home or while out!

HelloPika responds to sound, making it fun for kids and adults alike, no matter how old they are or what language they speak. At around 10cm tall, HelloPika fits in a pocket and is designed to stay in place with a clip-like mechanism. Users can simply clip it to a shirt pocket or the edge of a bag to take it out with them and enjoy playing wherever they go.

◆Speech-based fun – a whole new way to play!

Speech-based fun has become a new trend, with features such as AI speakers enabling audio-based operations and talking to items. TOMY has turned this era's trend into a whole new way to play.

TOMY has made *Pokémon* toys since 1996, which have been a hit with *Pokémon* fans. HelloPika's simple functions, compact size and easily accessible price range will appeal not only to *Pokémon* fans of all ages but to a wide range of other demographics across all generations.



*Advance reservations can now be made in TOMY's official online store, Takaratomy Mall (takaratomyall.jp), and in other online stores.

Product Outline

Product name: **HelloPika**
Launch date in Japan: Saturday, August 4, 2018
SRP: JPY 2,990 (tax not included)
Dimensions: Approximately W 75 mm x H 115 mm x D 45 mm
Recommended Age: 3 years and up
Batteries Required: 2 x AAA alkaline (not included)
Trademarks: ©Nintendo・Creatures・GAME FREAK・TV Tokyo・ShoPro・JR Kikaku
©Pokémon
Sales Channels: Toy stores throughout Japan, toy sections in department stores and major retailers, online stores, etc.
Website: www.takaratomy.co.jp/products/pokemon/hello_pika/index.html
Sales Target: 100,000 units per year

For press inquiries, please contact:

Public Relations Division, TOMY Company, Ltd. Tel: 03-5654-1280 Fax: 03-5654-1380

For product inquiries from consumers, please contact:

TOMY Customer Service (Japanese only) Tel: 0570-04-1031 (Navi-Dial)