

For Immediate Release



September 12, 2019

Simultaneous global launch of a surprise toy that “originated in Japan!”
Surprise pet that you take care of, “Rizmo” will be launched on September 14 (Sat.)
The dreams of children around the world have finally come to life!?
Rizmo “evolves” by using sound as food!

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) developed **“Rizmo,” a surprise pet for children to take care of that “evolves” through sound,** (three different types/JPY 7,980 each/tax not included), which will be **launched simultaneously** on Saturday, September 14, 2019 in Japan, Asia, Europe, North America and South America. In North America, South America, Europe, and Oceania, the product will be launched by the “TOMY International Group” through a sequential rollout in over 30 countries and regions.



Rizmo (evolved form)

“Rizmo” is a surprise pet for children to take care of, which combines the globally popular genre of pet toys with elements of surprise toys by “evolving” through sound as the child takes care of it. The story behind the Rizmo is that they are mysterious creatures from the distant reaches of the galaxy who love singing and dancing, and feed on sound to evolve. When a Rizmo arrives in the packaging, it is still “asleep from the journey to Earth,” but when it is removed from the box and given a hug, it “naturally wakes up” and is ready to start playing.

At first, “Baby Rizmo” appears as a round ball of fur, but it grows as the child takes care of it and actually changes in appearance and capabilities. Rizmo takes the concept of **“evolution”** from games and animation and turns it into a reality that can be enjoyed as a toy that truly realizes the dreams of children. In addition, as it evolves into the “Adult Rizmo,” it changes not only in appearance but in the way that it plays to provide long-lasting enjoyment. This product combines the three elements of **(1) a soft and cute form,** **(2) a transformation mechanism that changes its shape,** and **(3) electronic features which focus on caring for and playing games with Rizmo,** which leverages a variety of know-how for toy development cultivated by the TOMY Company to date.

The planning and development started in the fall of 2017 with the goal of creating a **“globally launched product that originated in Japan.”** The product was jointly developed with the “TOMY International Group” overseas

group company to create a toy from a universal perspective that could be enjoyed by all children regardless of differences in language or culture.

The product was developed based on the desire to make “Rizmo” a “friend” that children around the world will never forget in their lives by incorporating fantastical “surprise” experiences that can be universally enjoyed.

“Rizmo” features

■ Sound-based play and caretaking

Rizmo is a creature that loves singing and dancing. Therefore, it allows children to enjoy play associated with sound such as “melody” play where Rizmo hums a melody when rolled around or “instrument” play where Rizmo makes instrument sounds when shaken.

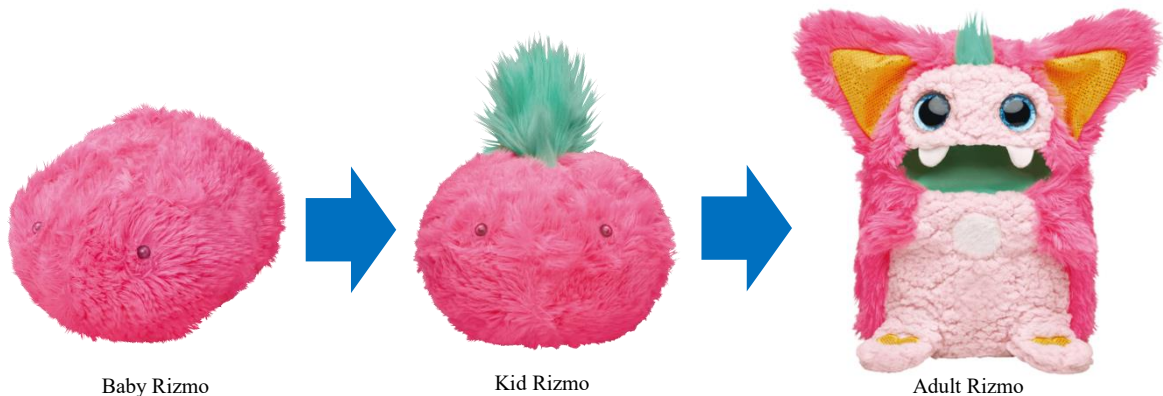
In addition, since Rizmo feeds on “sound,” children can feed it “sound food” by talking and singing to Rizmo. Rizmo can mimic and repeat the sounds and voices that it hears while being fed “sound food.”



■ Evolves “internally” and “externally” when provided with encouragement!

Rizmo can evolve when children play with and take care of it often. However, even if Rizmo is ready to evolve, it cannot do it alone. When Rizmo signals that it is ready to evolve, providing vocal and audible “encouragement” gives Rizmo the power it needs to evolve.

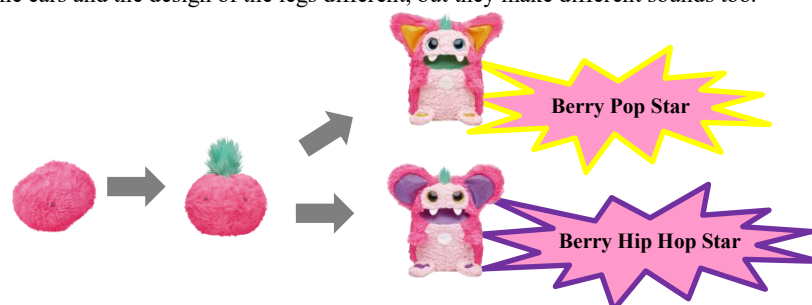
There are two times when Rizmo evolves. The first evolution is from the cute “Baby Rizmo” to the playful “Kid Rizmo” while the second is from the “Kid Rizmo” to the “Adult Rizmo” which is more adept at musical play.



Rizmo’s appearance naturally changes as it evolves, but the internal growth and increase in its capabilities are also distinctive. When it evolves to the “Adult Rizmo” stage, it becomes able to “dance” and play “games” together with the child, which it was unable to do before. In addition, Rizmo can repeat the “sound food” with its favorite sound, which makes the time spent together even more enjoyable.

■ Look forward to discovering its final form!

Rizmo is available in three different colors which are berry, snow, and aqua. In addition, there are two different types for each color. You won’t know which Rizmo you have until it evolves. Depending on the type of Rizmo you get, not only are the shape of the ears and the design of the legs different, but they make different sounds too.



■ It turns into a zombie if you leave it alone!?

If you do not respond when Rizmo wants to play and cries, the game scores are low, or you do not take proper care of Rizmo, the eyes on the back will turn red as it turns into **“Zombie Rizmo!”**

To restore Rizmo to its happy state, you must rock it and press the button.



“Rizmo” Product Outline

Product Name:	“Rizmo” (three different types: berry/snow/aqua)
SRP:	JPY 7,980 (tax not included) (overseas price example: reference price in North America is \$59.99)
Launch Date:	Saturday, September 14, 2019: Simultaneous global launch
Recommended Age:	6 years and up
Package Contents:	Rizmo × 1, User Manual × 1, Quick Play Guide × 1
Dimensions:	W 150 mm × H 190 mm × D 110 mm (in the case of the “Adult Rizmo”)
Batteries Required:	4 × AA alkaline *4 test batteries included
Sales Target:	1,000,000 units per year worldwide
Sales Channels in Japan:	Toy stores, toy sections of department stores/mass retailers in Japan, variety stores, online stores, TOMY Company’s official online store “Takara Tomy Mall” (takaratomy.com), etc.
Territories where Rizmo is Sold:	Australia, Bahrain, Belgium, Brazil, Canada, Chile, China, Columbia, France, Germany, Hong Kong, Indonesia, Italy, Kuwait, Malaysia, Mexico, New Zealand, Oman, Philippines, Portugal, Qatar, Russia, Singapore, South Korea, Spain, Switzerland, Taiwan, Thailand, United Arab Emirates, United Kingdom, United States, Vietnam, Japan Note: Listed alphabetically.
Copyright:	© TOMY
Website:	www.takaratomy.co.jp/products/rizmo



Image of the evolved Rizmo

■ Color variations



About the original “Rizmo” song and dance

In order to communicate to the fullest extent possible the world view and appeal of “Rizmo,” which was developed as a product for children around the world, we created an original “Rizmo” song and dance, which can be enjoyed as a common language that goes beyond words, and produced television commercials and web videos to be used around the world.

■ Dance choreography

Mr. Lucky Ikeda



Born in 1959. Since the 1980s, his unique choreography ideas have attracted attention in various circles, and he has worked on countless television programs, commercials, movies, stage shows, and other performances.

In addition to handling the choreography as a regular on the NHK Educational TV’s “Peek-a-boo! (Inai Inai Baa!)” and “Playing in Japanese (Nihongo de Asobo)” shows, he is active in a variety of roles including writing lyrics, serial publications in magazines, and teaching in the Yoshimoto New Star Creation (NSC) school.

■ Overall music production

miyake from mihimaruGT



Performed twice in the NHK Kouhaku Uta Gassen (Red and White Song Festival). Record number one ranking in the Oricon weekly album chart. Number three ranking in the weekly singles chart. Performed solo live concerts at the Nippon Budokan and the Yokohama Arena and also appeared at the Asia Song Festival in South Korea.

After ten years of performing, the group is now on a temporary hiatus. He founded BeeTonics inc. in 2014 with a focus on music production. He is involved in artistic works in a wide variety of fields together with creative artists who possess various talents.

A list of play modes to enjoy with “Rizmo”

Baby Rizmo and Kid Rizmo have five play modes while Adult Rizmo has seven.

■ Baby Rizmo and Kid Rizmo play modes

“**Sound food**”...After Rizmo says, “Ready, go!” talk and sing to Rizmo to feed it with “sound food.” Rizmo will mimic the sounds and voices that it hears.

“**Instrument**”...This mode lets you enjoy the sounds of various instruments by shaking Rizmo vertically and horizontally. The tone changes according to Rizmo’s mood.

“**Melody**”...Roll Rizmo around to have it hum a melody.* Play with the Adult Rizmo by rocking it.

“**Standby**”...Rizmo reacts in various ways when rocked.

“**Goodnight**”...When rocked, Rizmo breathes slowly and falls asleep.

■ Adult Rizmo play modes

In addition to the five play modes of the Baby Rizmo and Kid Rizmo, the Adult Rizmo adds the “dance” and “game” play modes.

“**Dance**”...Rizmo dances when it hears various types of sound and music.

“**Game**”...A rhythm game, which involves shaking Rizmo and clapping your hands, where the light in Rizmo’s chest changes color to match the melody. Rizmo plays a sound flourish if you play a perfect game.

TOMY Company celebrated the 95th anniversary of its founding on February 2, 2019

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