

For Immediate Release



December 18, 2019

**Let's have fun learning about eco-friendliness through a game!**

**A smartphone game app that combines the themes of  
“eco-friendliness” and “PLARAIL.”**

**New FamilyApps PLARAIL now available for download!**

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) has jointly released the game app FamilyApps PLARAIL together with TOMY IBIS Co., Ltd. (President: Mitsuru Iwama, headquarters: Katsushika-ku, Tokyo), a TOMY Group company via Google Play on Tuesday December 17, 2019, and the App Store on Wednesday December 18, 2019. As part of the TOMY segment in the FamilyApps, a virtual work experience app, **FamilyApps PLARAIL** focuses on the environmentally friendly theme of eco-friendliness.



**The title screen of FamilyApps PLARAIL**

The TOMY Group has been working on the Eco Toy initiatives to raise awareness of the environment through toys—the things that kids, who will lead the next generation, are most familiar with. The Group has been promoting environmental education activities at the forefront of Japan’s toy industry overall. Through such initiatives as environmental events, public tours of its head office, giving lessons at elementary schools, in addition to creating Eco Toys, environmentally conscious products, the Group has created opportunities to learn about the natural environment for more than 75,000 children over the past eight years.

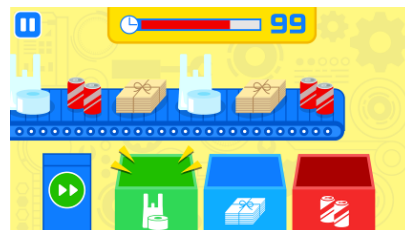
The game app FamilyApps PLARAIL was designed and developed to teach many children about eco-friendliness, in addition to the events and classes that have been attended so far, which has widened the intended age range of children who have learned about eco-friendliness.

**About the FamilyApps PLARAIL game app**

FamilyApps PLARAIL is a game that gives children the virtual experience of creating Eco Rails\*1. The purpose of the game is to have children enjoy learning about the environment while playing.

**① Categorizing items for recycling**

A player starts by putting recyclable items (empty cans, used paper, and bag remnants) being moved along a conveyor belt into their respective recycling boxes. The player’s score will increase by the points displayed above as the recyclable items are separated correctly. The player can put the items in the boxes more quickly by pressing the accelerator button to speed up the conveyor belt.



**② Recycling process**

After a time limit of 60 seconds, recycled items are mixed with new materials and colorants, and then melted down into a mold to form Eco Rails.



**③ Making Eco Rails to assemble an Eco Rail Tower**

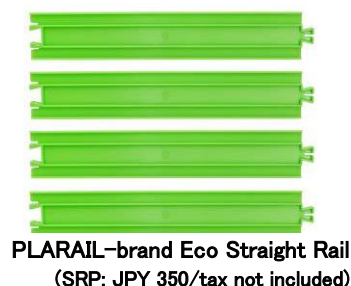
Players receive Eco Rails based on the points they earn while playing the game. The Eco Rails they receive are used to assemble an Eco Rail Tower, which grows in height if they play the game repeatedly.



At the end of the game, a detailed explanation of Eco Rails is shown on the screen, providing an opportunity for the child to learn together with a parent.

**\*1 About Eco Rails**

Among TOMY Company’s long-selling “PLARAIL” series of railroad toys first released in 1959, Eco Straight Rail and Eco Curved Rail are called as Eco Rails because at least 50% of their rail parts are made of recycled materials. These rail parts are colored in green to represent their environmental friendliness (while blue is used for regular products). One month before their release in July 2012, these products received Eco Mark certification from the Japan Environmental Association. Until then, this certification had been difficult to acquire in the toy industry due to challenges involved in ensuring the safety and quality of materials (recycled materials). TOMY Company was the first to receive Eco Mark certification for toys ahead of its competitors in the industry.



Feedback from users (obtained from more than 2,200 people that experienced the product over three days from December 5, 2019 at EcoPro 2019, an environmental event, before its release)

### **Feedback from parents and teachers**

“[Seeing how kids become absorbed in this game] I think it may be good for children to learn things through apps now that they are getting used to smartphones and tablet computers.”

“Now I understand that the toys are made [by combining recycled materials, new materials, and colorants.]”

“Even adults can learn about the Eco Toys by playing the game with their kids.”



### **Feedback from children**

“The game was fun and I want to play it more.”

“Now I understand the meaning of the Eco Rails I have.”

### **About FamilyApps**

The FamilyApps, a virtual work experience app for children and families has been enjoyed by over 900,000 households to date. Using a smartphone or tablet computer, users can have fun experiencing what it is like to work at a company. The app is designed to give children, who will be responsible for the next generation, their first opportunities to see how society works and dream about the years ahead.



The FamilyApps icon

### **Outline of the app**

**Title:** FamilyApps PLARAIL

**Service providers:** TOMY IBIS Co., Ltd. and WAO CORPORATION

**Genres:** Education, Pretend Play and Family on Google Play, and Children and Education on the App Store

**Distribution platform:** Google Play/App Store

**Release dates:** Tuesday December 17, 2019, on Google Play, and Wednesday December 18, 2019, on the App Store

**Price:** Free

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**Official website:** [familyapps.jp](http://familyapps.jp)



Scan to download the app

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\* The information contained in this news release was as of the date of publication. Such information is subject to change without prior notice.

### **100 Years to Play! is the message behind our educational support activities**

We have been producing toys for about a century since its founder, Eiichiro Tomiyama, first aspired to make toys at the age of 11. Over this history, the ideas and skills of innovative employees have been passed down along with their enthusiastic desire to bring happiness to the world's children through toys. More recently, however, people are facing a wide range of social challenges, including resource depletion and increasingly serious problems affecting the global environment, as well as social issues amid the diversification of society. In response, we created its 100 Years to Play! initiative in an effort to continue creating a sustainable and collaborative society while taking on challenges with children through toys.

**The TOMY Company's CSR homepage:** [www.takaratomy.co.jp/company/csr/](http://www.takaratomy.co.jp/company/csr/)

**The TOMY Company's Eco Toy homepage:** [www.takaratomy.co.jp/eco/](http://www.takaratomy.co.jp/eco/)

**The TOMY Company's next-generation's educational support homepage:**  
[www.takaratomy.co.jp/eco/educational\\_csr/](http://www.takaratomy.co.jp/eco/educational_csr/)

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