

For Immediate Release

Pixtoss ピクトス

February 13, 2020

March 13, 2020 (Revised version: Change of launch date for two colors
(PEACH PINK/SODA BLUE))

April 20, 2020 (Revised version 2: Change of some photos)

A “whimsical and emotional” instant toy camera
Enjoy the “fun of taking a photo” unique to analog qualities!

“Pixtoss” To be launched Thursday February 27, 2020

#EmotionalPhoto #CantTakeThisPhotoWithSmartphones
#Stylish #MakeADifference

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release “**Pixtoss**” instant toy camera (SRP: JPY 5,980/tax not included) and “**Pixtoss exclusive color filter set**” (SRP: JPY 1,280/tax not included) from Thursday, February 27, 2020 across Japan at camera sections of mass electronics retailers, camera stores, variety stores, online stores, TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp/shop/), etc.

The camera is available in three colors: “**Pixtoss (MILK WHITE)**” will be launched on Thursday, February 27, 2020, and “**Pixtoss (PEACH PINK)**” and “**Pixtoss (SODA BLUE)**” will be launched on Tuesday, April 28, 2020.



“**Pixtoss**” is an instant toy camera dedicated to close-distance photographing. You can enjoy analog-style photography using instant film on the market (instax mini film). With a wide-angle lens, this camera can also take selfies and photos of multiple people (two to three people are recommended). Furthermore, because the camera can take overlay photos, different variations of photography are possible, including easy multiple exposure (*1) and change of tones of photos using the separately sold color filter.

In this time of digital flourishes, instant cameras, with the beauty unique to analog qualities, engage the hearts of the young generation who think “the analog feeling is rather fresh,” and the sales have been growing in recent years, backed by the global popularity.

Based on such trends and preliminary market research (*2 in-house survey), we aimed to make a product that satisfies demands for instant cameras including “reasonable,” “excellent in portrait shooting,” and “able to take photos with the taste unique to analog qualities.” This product is offered as a camera where the “thrill of not knowing what a photo will look like instantly” and “fun of photography” may be experienced easily.

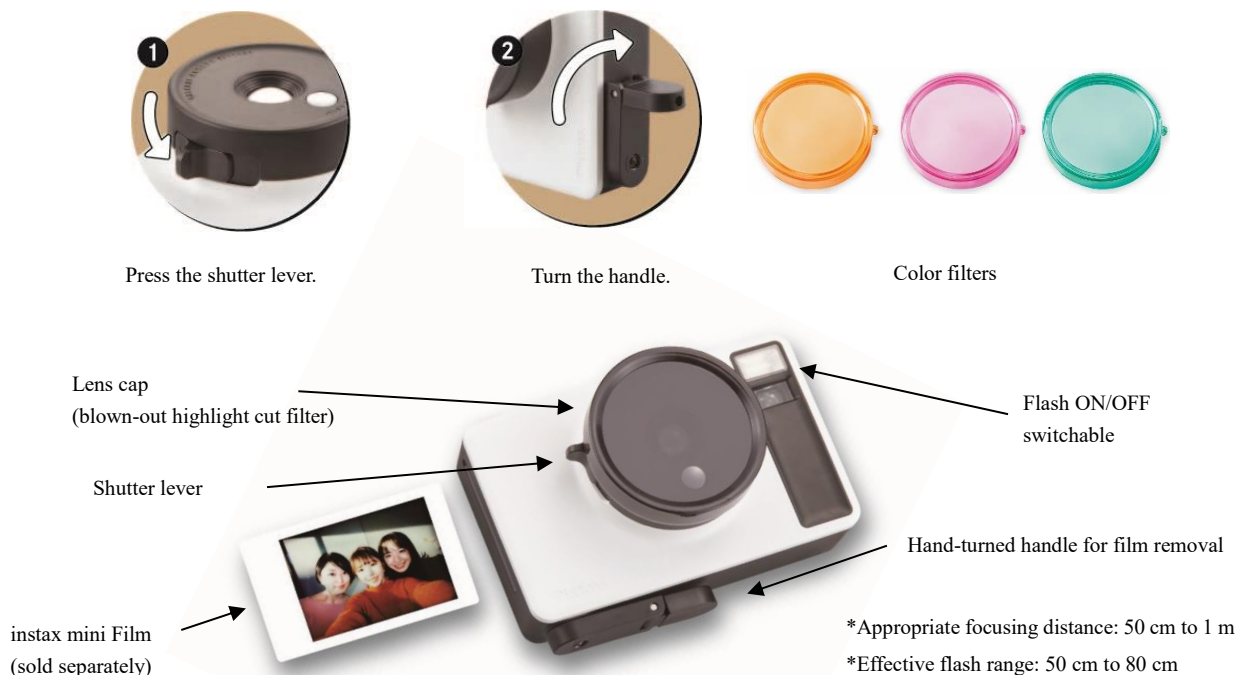
In addition, the official Instagram account for “Pixtoss” (@pixtoss) is opened today. To mark the launch, “Pixtoss Follows and Likes promotional campaign” will be run from Thursday, February 27 to Thursday, April 30. People who follow the account and give “likes” to posts have a chance to be one of 10 winners to receive “Pixtoss.” Account URL: www.instagram.com/pixtoss

*1 Multiple exposure ... One of photography techniques. “Pixtoss” can overlay images twice or multiple times and imprint them on one sheet of instant film.

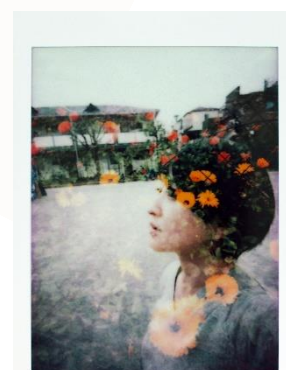
*2 “Survey on instant cameras” (in-house research) N=401 (involving people in their 10s to 40s)

■How to use

Press the shutter lever next to the lens and turn the handle, and film will come out. The accompanying lens cap (blown-out highlight cut filter) can also be used for photographing under intense light, such as outdoor shooting in fair weather. In addition, by attaching a separately sold color filter (a set of filters in three colors: chocolat orange, berry pink, and mint green) to the camera, you can take photos with different nuances.



#Together



#MultipleExposure

■Lineup



MILK WHITE



PEACH PINK



SODA BLUE

<Product Outline>

Product Name: **“Pixtoss”**

(3 models: MILK WHITE/PEACH PINK/SODA BLUE)

SRP: JPY 5,980 each (tax not included)

Scheduled launch date: MILK WHITE

Thursday, February 27, 2020

PEACH PINK/SODA BLUE

Scheduled to be available on Tuesday,
April 28, 2020

Recommended Age: 15 years and up

Package Contents: Main unit (1), lens cap (blown-out highlight cut filter)

* Instant film is sold separately.

(*Only “Fujifilm instax mini film” can be used.)

Dimensions: W 145 mm × H 100 mm × D 67 mm

Weight: Approx. 275 g (*Batteries, lens cap and film not included)

Batteries Required: 2 × AAA alkaline *Batteries are sold separately.

Sales Target: 50,000 units per year (in Japan)

Sales Channels: Across Japan at camera sections of mass electronics retailers, camera stores, variety stores, online stores, TOMY Company’s official online store “Takara Tomy Mall” (takaratomy.com/shop/), etc.

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Official Website: www.takaratomy.co.jp/products/pixtoss/

Reference: Camera-related toys

Disposable cameras and instant cameras started gaining traction in the late '80s and had taken a foothold in the '90s, helping people of all ages enjoy photography. Photo sticker booths, a type of photo booth that prints photos as stickers, became extremely popular in Japan, especially among female high school students. In line with this trend, TOMY Company launched camera-related toys including “Polaroid Pocket xiao” and “Ouchi De Purikura (Print Club at Home).” Since then, we have continued to offer products that keep up with the trends of the times, having been among the first to adapt to changes such as the transition from film cameras to digital cameras, and the worldwide spread of social media and smartphones.

“Printoss” portable printer that can print photos taken on a smartphone has gained popularity among a wide range of generations for its analog qualities that require neither batteries nor apps. The printer won the Excellence Award in the High Target Toy category at the 2017 Japan Toy Awards, and over 500,000 units have been shipped in 12 countries around the world (including Europe, North America and Oceania).

◆Points of evolution◆

- Products that capture trends, including print seal booths, digital cameras and social media, in tune with the evolution of photography itself, have been huge hits.
- Photo culture goes beyond borders: “Polaroid Pocket xiao” and “Printoss” (marketed as KiiPix outside Japan) have also enjoyed huge global success.
- Photo with distinctive, nostalgic feel is now in fashion. “Printoss” also meets the current demand for insta-worthiness.



“Polaroid Pocket xiao”
(1998)
*Discontinued



“Me:sia (Mexia)”
(1999)
*Discontinued



“Ouchi De Purikura
(Print Club at Home)”
(2002)



“Printoss”
(2017)
*In retail

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For product inquiries from consumers, please contact:

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