



July 14, 2020

Elementary Schoolers across Japan – Come and Join! Shape Your Ideas!

Challenge Digital Craftsmanship!

You can Learn Programming with a cardboard-made robot, “embot”

Launch of “embot Idea Contest 2020”

Entry starts from Saturday, August 1, 2020

TOMY Company, Ltd.
embot Idea Contest 2020 Executive Committee

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, Headquarters: Katsushika-ku, Tokyo) will hold jointly with embot Idea Contest 2020 Executive Committee, an **“embot Idea Contest 2020”** (hereafter “Contest”), the only official programming contest which target elementary school students across the country and call for ideas utilizing **“embot,”** a cardboard craft programming education robot. The Contest marks its second time this year and will be participated by TOMY Company for the first time.

In the initial contest held in 2019, 16 works were selected from those entered nationwide, and following the final selection meeting, award winning works were commended. (*1) Works are invited this year from Saturday, August 1, 2020 to Wednesday, September 30, 2020 on the dedicated website (embot-contest.com).



In the past, many elementary school students have used and experienced embot in places such as their homes, workshops and events nationwide. We have seen moments when wonderful works are created from various handcrafts and programming by the harmonization of children’s rich imagination and embot’s creativity. We decided to launch the Contest to encourage elementary school students, who are living in the new age where programming education will be made compulsory from 2020, to take the next learning step. We believe that by having an opportunity to present their goals and achievements, they will use their programming skills and shape their ideas as they apply themselves to “digital craftsmanship.” We hope that this year too, the Contest will be filled with new ideas and challenges.

◆Overview of “embot Idea Contest 2020”◆

■Name: “embot Idea Contest 2020” (embot-contest.com)

<Details of Entry>

Works created with total freedom using the core part and other parts (servomotor (2 units), LED lights (red (1), green (1)), and speaker) included in the “embot” sold by TOMY Company are subject for entry.

* The shape of the works does not have to follow the embot’s official bear shape and may be created in whatever shape that is preferred.

* Overlapping entry to other contests is possible.

■Entry qualification: Grade 1- Grade 6 in elementary school (no group entries)

■Entry fee: free of charge (costs arising at the time of entry and screening stages will be paid fully at one’s own expenses)

<Form of entry>

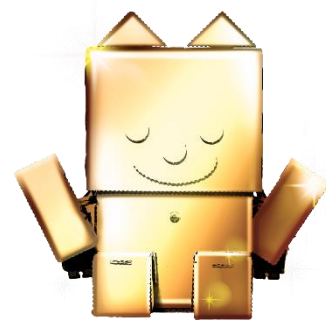
Create work and program that runs it.

Take a presentation video (within 5 minutes long) to explain about your work, purpose and thoughts upon creating it, points you thought out, etc. After finishing taking the presentation video, send the program and the video file via the embot app to complete entry.

(For details, please see the dedicated website.)

■Judges

Contest Executive Committee, embot Development Team, and experts playing an active role in various fields (planned)
(*Details are planned to be successively disclosed in the dedicated website.)



<Respective awards>

•Grand Prize•••1 person Supplementary prize: “One and Only Glittering embot in the World”

•TOMY Company Prize•••1 person Supplementary prize: TOMY Company toys worth 15,000 yen
(Items of choice shall be delivered)

•INFORDIO Prize•••1 person Supplementary prize: iPad Pro latest model

•Judges’ Special Prize•••1 person

■Sponsor: embot Idea Contest 2020 Executive Committee

■For contest entry inquiries, please contact: idea-contest2020@e-craft.jp

◆Overview of programming educational service “embot”◆

“embot” is a programming education service that provides opportunity to learn the basics of electronic craft and craftsmanship by piecing cardboards together creatively to produce a robot which children can straightforwardly control by using visual programming (*2) with a tablet or a smartphone.

Ministry of Education, Culture, Sports, Science and Technology announced programming to be a compulsory subject for elementary school education from 2020. Meanwhile, amid concerns over a future shortage of IT personnel in Japan, various educational materials began to be supplied. However, there are still few educational materials developed from a perspective of hands-on programmers that lead to nurturing personnel who can actually prosper at the forefront of IT field. As many are also costly, educational materials, at the present, are yet to be widely popularized.

The “embot” business was developed mainly by DOCOMO’s programmer team under “39 works (*3),” DOCOMO’s new enterprise startup program. By further increasing the number of personnel who can handle programming with freedom and flexibility, the business aims to realize a society where individuals can create their own convenient lifestyles, and to develop an ICT environment in various educational sites while providing a hands-on starter kit from which everyone can enjoy learning programming practically but with ease.

TOMY Company manufactures “e-Craft Series embot” products and carries out the sales operation of them through toy sales channels. INFORDIO CO., LTD. (Representative Director CEO: Nobuhiro Katsumoto, Headquarters: Bunkyo-ku, Tokyo, hereafter “INFORDIO”) is responsible for the development, provision, and operation of the official embot app that offers visual programming. The Contest is sponsored by the Executive Committee composed of three companies, namely TOMY Company, INFORDIO, and GP League (Representative Director: Yusuke Muto, Headquarters: Nagareyama City, Chiba Prefecture, hereafter “GP League”), and its aim is to further enhance popularization and development of programming education.

◆Participating companies in embot Idea Contest Executive Committee◆

■TOMY Company

TOMY Company is a comprehensive toy manufacturer marking its 96th anniversary this year. Under the corporate mission “to fulfill the dreams of all by creating new value from play,” it has been rolling out various popular brands and products such as “TOMICA,” “PLARAIL,” and “LICCA.” Since November 2019, manufacturing and sales operation of “e-Craft Series embot” products have been carried out through toy sales channels. They are not only sold to general consumers but also being developed for various purposes, such as providing them to elementary schools in cooperation with Katsushika City, where TOMY Company holds its headquarters, for the programming education made compulsory from 2020.

■INFORDIO

INFORDIO is a wholly owned subsidiary of IRRC Corporation, listed on the Tokyo Stock Exchange Mothers market. It is an IT service company which, since establishment in 2002, has been developing numerous software applications under its mission to create innovative products and services to contribute to society. In regard to “e-Craft Series embot,” INFORDIO is responsible for the development of software application in general, including the development, provision, and operation of the embot official app providing visual programming.

■GP League

GP League is a general incorporated association which holds “programming battle” events and workshops for elementary school students where they can pit their programming skills, etc. against one another. By doing so, GP League aims to have children acquire skills to voluntarily organize information and think for themselves to solve issues in Society 5.0, thus realizing a better society where all can lead happy and fulfilling lives. As part of providing an opportunity to realize “future learning” by combining “Computational Thinking,” an important skill necessary to this end, with children’s’ boundless interests and potentials, GP League is responsible for the general planning and administration of this Contest.

<embot Planning and Development>

•NTT DOCOMO, INC. (Headquarters: Chiyoda-ku, Tokyo)

“e-Craft Series embot” is sold in Takara Tomy Mall.

▼Takara Tomy Mall website

takaratomymall.jp

▼The official embot website

www.embot.jp

▼embot sales website

takaratomymall.jp/shop/g/4904810156963/

* 1 See here for details of Contest 2019

embot-contest.com/2019/report/index.html

*2 Visual programming pertains to a programming method which incorporates combining pictures and shapes.

*3 “39 works” is a program to create and develop a new enterprise by performing continuous refinements through accelerated PDCA cycle, while comprehensively proceeding series of steps from planning to development, operation and maintenance by collaborating with partner companies.

(39 works’ website: www.39works.net/)

For press inquiries, please contact:

◆For embot and contest inquiries, please contact:

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

◆For contest entry inquiries, please contact:

embot Idea Contest 2020 Executive Committee idea-contest2020@e-craft.jp

For product (embot) inquiries from consumers, please contact:

TOMY Customer Service (Japanese only) Tel: 0570-041031 (Navi-Dial)