

For Immediate Release



October 30, 2020

The final chapter of the fifth anniversary project of “SHINKALION”

SHINKALION incorporates the self-propelled battery device and plug sockets installed in “N 7 0 0 S Shinkansen Nozomi”

“PLARAIL DXS SHINKALION N 7 0 0 S NOZOMI”

To be launched Saturday, December 5, 2020!

To commemorate the launch of a new model, an original animation is also being released.

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo), JR East Marketing & Communications, Inc. and Shogakukan-Shueisha Productions Co., Ltd., responsible for proposing “SHINKALION,” will release “PLARAIL DXS SHINKALION N 7 0 0 S NOZOMI” (SRP: JPY 6,000/tax not included) on Saturday, December 5, 2020 at toy stores, toy sections of department stores and mass retailers nationwide, online stores, specialty stores for PLARAIL products “PLARAIL Shops,” and TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp), etc.



SHINKALION N 7 0 0 S NOZOMI
SUPREME MODE



Commemorating the launch of a new model
Original Animation

The “PLARAIL DXS SHINKALION N 7 0 0 S NOZOMI” is a character designed in the motif of the latest “N 7 0 0 S Shinkansen Nozomi,” the first full model change since the N 7 0 0 series, which commenced service from July 1, 2020. It incorporates the features of Central Japan Railway Company (JR Central)’s “N 7 0 0 S Shinkansen Nozomi” into the product design and character settings of SHINKALION, such as the “self-propelled battery device” and “plug socket for mobile

use.” the point being it is one part of play.

Also, to commemorate the launch of “SHINKALION N 7 0 0 S NOZOMI,” two new videos (an original animation and a product introduction video) were released today. The original animation was narrated by popular voice actor Takahiro Sakurai.

Product functionalities

■SHINKALION incorporates those features installed in “N 7 0 0 S Shinkansen Nozomi”!

(1) Transportable Battery Supreme Dragon

The “self-propelled battery system” installed in Central Japan Railway Company (JR Central)’s “N 7 0 0 S Shinkansen Nozomi” is incorporated into the character settings of this product as “Transportable Battery Supreme Dragon.” The “self-propelled battery system” of the “N 7 0 0 S Shinkansen Nozomi” is so that the train can move at a low speed using the battery’s power even in the event of a long power outage in the wake of earthquakes occurring. The “Transportable Battery Supreme Dragon” powers up the attacks of “SHINKALION N 7 0 0 S NOZOMI,” and it supports a mode change to maximize the fighting capability of SHINKALION alone.

* “Transportable Battery Supreme Dragon” cannot be used as an actual battery.



N 7 0 0 S Shinkansen Nozomi
SHINKANSEN MODE

(Upper) Transportable Battery Supreme Dragon
(Lower) SHINKALION N 7 0 0 S NOZOMI
SHINKALION MODE



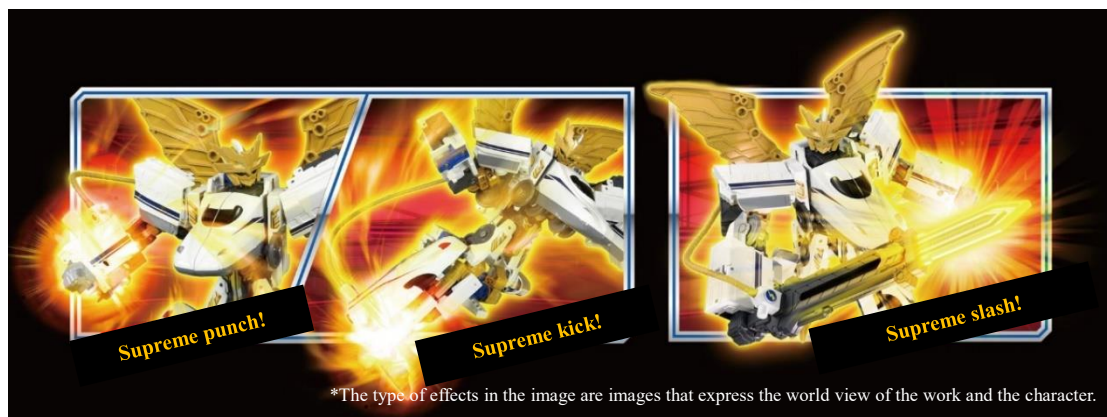
SHINKALION N 7 0 0 S NOZOMI

SUPREME MODE

(2) Concentration Plug

The fact that the “N 7 0 0 S Shinkansen Nozomi” has plug sockets built into all seats has been incorporated into this product as a “Concentration Plug” that allows you to perform special moves by inserting it into the main body of SHINKALION or into a weapon. The “Concentration Plug” is located at the end of the tail of “Transportable Battery Supreme Dragon” (Concentration Cable) and can be played by inserting it into the arms or legs of SHINKALION or into a weapon (Kurumadome Gun Blade). In the original animation, a special move that utilizes the “Concentration Plug” appears, and by watching it you can enjoy expanding the image of play.

* “Concentration Plug” cannot be used as an actual plug socket. In addition, the special move is a character setting, and there is no sound or action caused just by inserting the plug.



■ Powered-up further by overcrossing with the DXS series!

By overcrossing with the DXS series (sold separately), you can combine five cars, so you can enjoy it with your existing SHINKALION.

• Supports overcrossing DXS product lineup

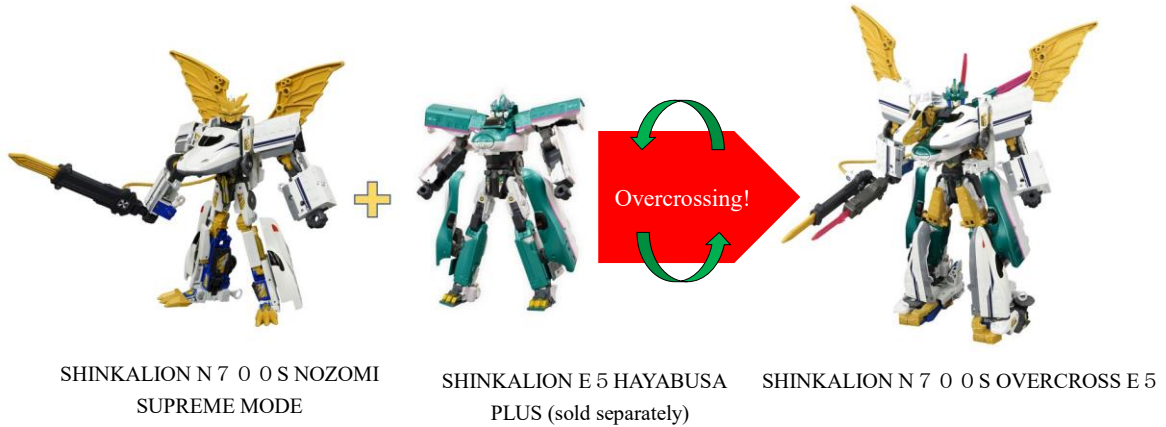


* Used with one of the separately sold DXS E 5 PLUS, E 6 , E 7 , N700A or 923.

* For details, please refer to the product official website.

www.takaratomy.co.jp/products/plarail/shinkalions

• Example of overcrossing



Two new videos commemorating the launch of a new model

(1) “SHINKALION N 7 0 0 S NOZOMI” Original Animation

youtu.be/DZn2SFhCsRc

An original animation of “SHINKALION N 7 0 0 S NOZOMI” was created to commemorate the launch of the new model. It is an all new video that includes a two-stage mode change scene and a scene where the special move “supreme slash” is performed. This work was narrated by Takahiro Sakurai, a popular voice actor who is familiar with the role of Giyu Tomioka in the TV animation “DEAMON SLAYER.” He was asked to perform since he is from Aichi Prefecture, the manufacturing base of the actual “N 7 0 0 S Shinkansen Nozomi.”



Design in the animation (from the left: SHINKANSEN MODE, SHINKALION MODE, and SUPREME MODE)



[Narrator profile]

Takahiro Sakurai

Born on June 13 • A native of Aichi Prefecture

<Main works in which he appeared>

- “DRAGON QUEST The Adventure of Dai” Avan
- “Demon Slayer” Giyu Tomioka
- “Jujutsu Kaisen” Suguru Getou
- “Mr. Osomatsu” Osomatsu Matsuno

(2) Product introduction video

youtu.be/iFYrbHrh0ss

This video introduces the appeal of and how to play with “DXS SHINKALION N700S NOZOMI.” This live action video lets you see scenes of mode change, image of connecting the “Concentration Plug,” and overcrossing with “SHINKALION E5 HAYABUSA.”



■About N700S Shinkansen Nozomi



This is the latest Shinkansen model commencing service in July 2020 as the first fully-redesigned model after the “series N700”. The “S” in the name stands for “Supreme,” among the N700 family. It has a nose design called “dual supreme wing” with edges on both sides, and features various new technologies that improve safety, stability, comfort, and environmental performance while conserving energy. (as of July 2020)

<Product Outline>

Product Name: “**PLARAIL DXS SHINKALION N700S NOZOMI**”

SRP: JPY 6,000 (tax not included)

Launch Date in Japan: Saturday, December 5, 2020

Recommended Age: 3 years and up

Package Contents: SHINKALION N700S NOZOMI (3-car formation) × 1, Transportable Battery Supreme Dragon × 1, Kurumadome Gun Blade × 1, Reinforcement parts × 1, label × 1, instruction manual × 1

Batteries Required: No batteries are used.

Sales Channels: Toy stores, toy sections of department stores/mass retailers in Japan, the specialty store for PLARAIL products “PLARAIL Shops,” online stores, TOMY Company’s official online store “Takara Tomy Mall” (takaratomy.com), etc.

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Official Website: www.takaratomy.co.jp/products/plarail/shinkalion



<What is “SHINKALION”?>

A robot developed by “Shinkansen Ultra Evolution Institute” to counter the unknown threat of “Giant Creature” by making full use of Shinkansen technology, which is a collection of Japan’s cutting-edge technologies.



【What is PLARAIL?】

“PLARAIL” (Sales Agent: TOMY Company) is a long-running series of railroad toys that marked its 60th anniversary of the sales launch in 2019. It is a brand loved across three generations. The prototype of “PLARAIL” is the “PLASTIC TRAIN AND RAIL SET” which was launched in 1959 as a toy made from plastic, a new material at that time when metal and wood-made toys were the mainstream.

The iconic blue rails were designed in a size allowing it to be played on the “chabudai” (a low, Japanese-style dining table), which families gathered around to have a pleasant time back then. This specification remains unchanged even 60 years after its sales launch and you can still enjoy playing by connecting the rails made at that time with the newest ones.

We will continue to develop PLARAIL as a brand that will teach children about their society, enhance their growth including creativity, and nurture communication of children and their parents under the familiar and attracting theme of “railway.” Up to present, a total of approximately 1,570 types and more than 175 million products have been sold in Japan (as of June 30, 2020).

For press inquiries, please contact:

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For product inquiries from consumers, please contact:

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