



For Immediate Release

March 26, 2021

Embark on a mystery-solving overseas travel while staying at home! Look for clues while traveling several places across the world including London!

**A “new mystery-solving experience” kit using Google Maps’ Street View
“Nazotoki street” To be launched Saturday, April 24, 2021**

Mystery-solving is produced by **“Ryogo Matsumaru”!**
Enjoy challenging mystery-solving

TOMY Company, Ltd.



Mystery-solving kit



Mystery-solving produced by Ryogo Matsumaru

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release the mystery-solving experience kit **“Nazotoki street”** (SRP: JPY 2,750/tax included, free shipping) on Saturday, April 24, 2021 at TOMY Company’s official online store **“Takara Tomy Mall”** (takaratomymall.jp).

“Nazotoki street” is an experiential product with which players solve “mysteries” while traveling across the world using the mystery-solving kit and Google Maps’ Street View, by utilizing the geographic information of Google Maps Platform.

First, when a player purchases “Nazotoki street” from Takara Tomy Mall, a kit containing clues for mystery-solving will be delivered to their home. Then, the player will access the special website and try solving mysteries using the delivered mystery-solving kit and Street View. As the player can take in 360-degree panoramic views of several cities and scenic spots across the world such as London with the Street View function, they can enjoy a feeling as if they are traveling overseas while staying at home.

In addition, the unique “mysteries” are created by RIDDLER, Inc., whose representative is Ryogo Matsumaru. Players can enjoy challenging mystery-solving.

Nowadays, people are spending more time at home. This product was planned based on the wish for people to enjoy a “mystery-solving experience” even at home and have an opportunity to take an interest in the world by seeing realistic landscapes of foreign countries while staying at home. The mystery-solving journey begins from the moment “Nazotoki street” is delivered to the player’s mailbox and the package is opened. The product may be enjoyed by all generations from children to adults, either by themselves or together with their family, whenever they wish.

“Nazotoki street” Overview

★Delivered directly to the player’s home! Mystery-solving begins from the moment it is delivered!



When a player purchases the product from Takara Tomy Mall, a kit containing clues for mystery-solving will be delivered to their home. Players will access the special mystery-solving website from their tablet, computer, or smartphone and begin solving mysteries using the world map and the Detective Passport included in the kit as well as the clues in the envelope.

★A new mystery-solving experience using “Street View” × “Mystery-solving Kit”!!



Begin the journey with the assistant Nyap!



Rotate the view 360 degrees to look for clues!



Enter the answer when the mystery is solved!



Move on to the next stage if it's correct!

Players will follow an original story and travel through several cities and scenic spots across the world, such as London (U.K.). By rotating photos 360 degrees using Street View, they will look for clues hidden in various places. “Nyap” the cat will be your assistant, and together you will unearth answers as if you have become a detective. If your answer is correct, you will move on to the next area. Through the combination of Street View and a physical kit, players can experience a new type of mystery-solving that has never been seen before.

★Experience overseas travel while staying at home! Will inspire you to be interested in world geography!



Using the world map and Street View, players can go on a journey to take in 360-degree panoramic views of several cities and scenic spots across the world. Places that are difficult to visit physically will be shown during the journey, so players can enjoy a feeling of overseas travel while staying at home. In addition, the product may be used to create an opportunity for children to take an interest in world geography.

★Challenging mystery-solving created by RIDDLER, Inc., whose representative is Ryogo Matsumaru!

“Mysteries” were created by RIDDLER, Inc., whose representative is Ryogo Matsumaru. Players can enjoy challenging mystery-solving. The experience incorporates many elements, such as mysteries like a treasure hunt and spot the difference that will encourage children’s inspiration, as well as mysteries in which handcraft is required.

Because the assistant “Nyap” will provide help when the mysteries are too difficult to solve, the product may be enjoyed as an entry to mystery-solving experience for elementary school students (recommended age: 8 years and up). Players can also solve the mysteries without using the hints, so the product is a fun challenge for adults as well.

* Google, Google Maps, Street View, Google Maps Platform are trademarks of Google LLC.

<Product Outline>

Product Name: “**Nazotoki street**”

SRP: JPY 2,750 (tax included) *free shipping

Launch Date in Japan: Saturday, April 24, 2021

Recommended Age: 8 years and up

Playing time: 3–10 hours/1 game

Package Contents: World map (1), Detective Passport (1), envelope with items (4), outer box (1)

Dimensions: Mystery-solving kit package W 263 × H 190 × D 15 mm

Sales Channels: TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp)

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Website: www.takaratomy.co.jp/products/nazotokist

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