

For Immediate Release



July 5, 2021

Experience simulated cashless and contactless payments with PLARAIL!

## **PLARAIL “Tap and GO! Giant Transforming Shinkansen Nozomi”** **To be launched on Thursday, August 5, 2021**

Experience the coveted “tap on the ticket gate” at home, as many times as you want

TOMY Company, Ltd.



\* The images are for visual representation purposes only.  
\* PLARAIL trains, tracks and PLAKIDS are sold separately

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release **PLARAIL “Tap and GO! Giant Transforming Shinkansen Nozomi”** (SRP: JPY 8,580/tax included), which lets children simulate the coveted experience of riding a train using a card, as a new product in the PLARAIL railroad toy series on Thursday, August 5, 2021 at toy stores, toy sections of department stores and mass retailers in Japan, online stores, specialty stores for PLARAIL products “PLARAIL Shops,” and TOMY Company’s official online store “Takara Tomy Mall” ([takaratomymall.jp](http://takaratomymall.jp)), etc.

This product is a large “Shinkansen N700S” with an overall length of approximately 45 cm that dynamically transforms into a station. Children can enjoy a realistic train-riding experience with a make-believe smart card at home and elsewhere, such as by operating the ticket vending machine with the “Transportation Card” and passing through the gate by tapping the card over the automated ticket gate. The spread of contactless payments is accelerating as people adopt the new normal lifestyles, and smart cards have become more familiar even for children. The make-believe play with a smart card, in which children tap the



“Transportation Card,” fulfills children’s desire to “try it” in an experience that simulates the now familiar contactless payments. Because the product may be incorporated into a basic layout, it is also recommended for children who just started playing with PLARAIL. The product may be combined with various PLARAIL railroad tracks and trains, so children can enjoy a variety of layouts.

\* The images are for visual representation purposes only.  
\* PLARAIL trains other than the Giant Transforming Shinkansen, railroad tracks, scenery, PLAKIDS, and Tomica (miniature cars) are sold separately

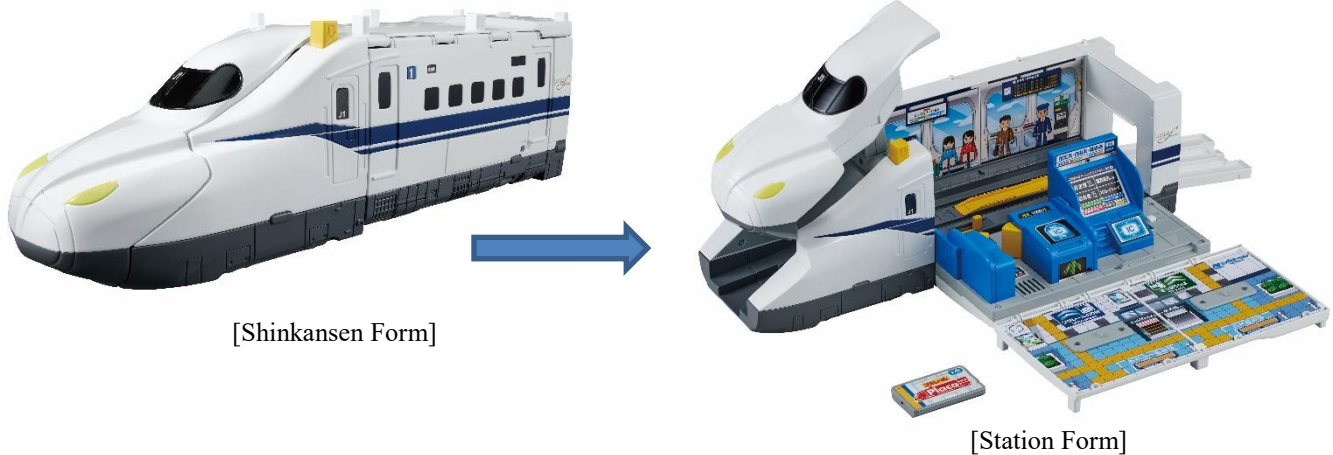
## Features of the Product

### ▼Dynamically transforms from the Shinkansen Form into the Station Form!

The big train boasts an overall length of approximately 45 cm when it is in the “Shinkansen Form,” with which children can play by rolling it with their hands. The train dynamically transforms into the “Station Form” when its roof is pulled toward you, revealing the ticket vending machine, the automated ticket gate, and the platform. When it is set to the manual mode in the “Station Form,” children can manually play with a train stopping and departing, and when the transform button is pressed, the spring-loaded front end of the train will pop up.



Big size with an overall length of approximately 45 cm!



### ▼Contactless tap! Enjoy actions with the “Transportation Card”

When the product is in the “Station Form,” children can play with a make-believe smart card using the included “Transportation Card.” This is the first time a gimmick of tapping a card at a station is introduced to PLARAIL. When you tap the card over the ticket vending machine, it will play announcements commonly heard at stations. Pressing the screen with your finger lets you experience simulated ticket purchases, seat selections, and other functions. When you tap the card over the ticket gate in the auto mode, the front end of the main unit automatically pops open after a few seconds, and the train stopping in the station will depart. With authentic voice recordings that closely resemble those heard at actual stations and automatic departures of trains, the play experience lets you feel as if you are at a real station. The product features over 80 different voice recordings, so you can enjoy a wide variety of situations.



Tap the “Transportation Card” for departure!



“Transportation Card” for a make-believe smart card play

★A promotion video will also be delivered on Takara Tomy Channel [youtu.be/SgkVQimTsqM](https://youtu.be/SgkVQimTsqM)

## Product Outline



Product Name: PLARAIL “Tap and GO! Giant Transforming Shinkansen Nozomi”

SRP: JPY 8,580 (tax included)

Launch Date in Japan: Thursday, August 5, 2021

Recommended Age: 3 years and up

Package Contents: Giant Transforming Shinkansen Nozomi main unit (1), Transportation Card (1), PLAKIDS stand (2), station scenery panel (2), station plaza panel (2), stickers (1), instruction manual (1)

Dimensions: Approx. W 135 × H 145 × D 450 mm \* In the Shinkansen Form

Batteries Required: 3 × AAA alkaline \*Batteries are sold separately.

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” ([takaratomymall.jp](http://takaratomymall.jp)), etc.

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Approved by Central Japan Railway Company (JR Central)

Official Website: [www.takaratomy.co.jp/products/plarail/tettei/set/2021dodeka/index.htm](http://www.takaratomy.co.jp/products/plarail/tettei/set/2021dodeka/index.htm)

[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 1919. 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 1,800 types and more than 177 million products have been sold in Japan (as of March 31, 2021).

**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)