

For Immediate Release

September 30, 2021



Collaboration with 15 companies including Calbee “Potato Chips” and  
Panasonic “EVOLTA NEO dry-batteries”

**Toy cash register that can read real barcodes**

## **“Magical Playtime Barcode Scanning Register”**

**To be launched on Saturday, November 20, 2021**

— Simulated store experience with barcode reading and speaking functions! Includes “cashless payment” with an included toy smartphone. —

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release the **“Magical Playtime Barcode Scanning Register”** (hereinafter “Talking Barcode Register”) (SRP: JPY 8,800/tax included), a cash register toy that can read real barcodes, on Saturday, November 20 at toy stores, toy sections of department stores and mass retailers nationwide, online stores, and TOMY Company’s official online store “Takara Tomy Mall.” ([takaratomy.com](http://takaratomy.com))



The **“Talking Barcode Register”** allows children to play with a cash register using real barcodes (JAN codes). They can read the barcodes of the real products around them and experience a realistic checkout experience. **In collaboration with 15 real companies**, barcodes on products such as snacks and foods, beverages, stationery, and daily necessities sold by these companies can be scanned to display not only the price, but also original animations of product logos and characters for the user to enjoy.

In addition, after the barcode is scanned, payment is made using the product’s “Maji-Pay” e-money system for **cashless payment**. By holding up the included toy smartphone, children can trigger the **“Maji-Pay♪” jingle and seamlessly pay for their items**, allowing them to accomplish “what they want to try.”

The product also includes store clerk talk to liven up the play, with lines such as **“This register is open!” “Do you have your shopping bag with you?”** These are just a few of the more than 100 phrases that will liven up play. Children can also enjoy the feeling of being in a store with the “Limited-Time Sale Mode,” which suddenly starts discounting items.

\* The images are for visual representation purposes only. Tomica are sold separately.

In recent years, supermarket cash registers have evolved in various ways, including the spread of self-checkout and cashless payment. Moreover, playing with a cash register is one of the most popular “pretend games” in Japan. The most appealing feature of this product is that by using **real barcodes, children can incorporate real products into their play and have a simulated experience close to the real thing**. We designed this product to help children develop social skills and advanced communication skills through play. It will be released as part of the “Magical Playtime” series (\*), a toy series for preschool-aged children that values children’s willingness and desire to “do more!” through play.

Scan the QR code to visit  
the official website▶



## <Features of the Product>

### ■Play with real barcodes! Collaboration with 15 companies.

Everyday products with 13-digit barcodes can be read by the camera! Children can enjoy animations of product logos and other original effects when they scan products' barcodes. In addition, "order cards" with various barcode are included so that children can have fun even if they don't have the collaboration products on hand.

Further, children can register the real products around them and play with them. They can scan barcodes to register the product category and price, expanding the scope of their play.

### ▽Collaborating companies ▼ \*In order of Japanese syllabary

Snacks	
Foods	
Beverage	
Daily goods	
Stationery	
Toys	

### ▽Screen display example ▼

• Collaborating company products



• Overseas products



### ▽Attached "order cards" ▼ Collaboration products with attached "order cards"



The Oyatsu Company, Ltd.'s "BABY-STAR," Calbee's "Potato Chips Lightly Salted," Kanro Inc.'s "Kanro Ame," Kracie Foods' "Neru Neru Nerune Grape Flavor," KOIKE-YA's "Potato Chips Salt & Seaweed," MORINAGA's "CHOCOBALL," YAMAYOSHI SEIKA's "WASABEEF," IMURAYA's "AZUKI BAR," HOUSE FOODS' "Vermont Curry (MILD)," Fuji Baking's "Neo Butter Roll," Suntory Beverage & Food's "GREEN DA・KA・RA," Kao's "Biore U Foaming Hand Wash," Oji nepia's "nepia nepi nepi tissue," Panasonic's "EVOLTA NEO dry batteries," Pentel's "Pentel Crayon 12 Color Set," and TOMY's "Tomica," "PLARAIL," "Licca," "ANIA," and T-ARTS Company's "GACHA capsule toys."

### ▽Reads barcodes on overseas products as well

The product can read barcodes on overseas products in addition to Japanese products. When scanning barcodes from the US, Canada, Italy, Germany, Australia, France, Korea, and China, the country code will be identified, and a greeting and effect will be displayed in the language of the corresponding country (English, French, etc.). This gives children the feeling that they are shopping abroad.

### ■Children can play with cashless payments on smartphones that they love!

By scanning the barcode and then reading it with the included "Checkout Smartphone," cashless payment is made using the product's "Maji-Pay" e-money system. After scanning the barcode of the product or order card, children can press the "Checkout" button to display the total. When the total exceeds a certain level, a hidden animation appears on the screen.



The included "Checkout Smartphone"

**■Contains over 100 phrases used in different types of stores! A limited-time sale can start at any time!**

Over 100 recorded phrases that sales clerks might say liven up play, for example, when children are not using the register, it chimes in with “This register is open!” and when they are in between scanning items, it says phrases like “Do you have a shopping bag?” Also, in “Limited-Time Sale Mode,” which starts at random times when children are playing with the product, the price of all products are discounted by 50 yen. The toy has a lot of features that make children want to play more.

**Magical Playtime Barcode Scanning Register Collaboration Products Gift Campaign**

To commemorate the launch, 50 people will receive a gift set containing the “Talking Barcode Register,” a TOMY toy, and one related product from each of the 15 collaborating companies. Not only can children enjoy these companies’ products, they can also play with their barcodes using the register.

\* Gifts may include products that do not have barcodes.

\* Please see the following website for details.

Implementation period: Thursday, September 30 to 24:00, Sunday, October 31, 2021

How to apply: Follow TOMY Company’s official Twitter account and retweet the designated tweet.

HP: [www.takaratomy.co.jp/products/magicalplaytime/janjanregister/campaign\\_202109](http://www.takaratomy.co.jp/products/magicalplaytime/janjanregister/campaign_202109)

**<What is Magical Playtime?>**



Magical Playtime is a toy series that values children’s willingness and desire to “do more!” through play. The series’ purpose is to provide children with fun activities that use the four elements of imagination, intelligence, physicality, and morality to encourage and support their desire to “do more!” Starting with the long-selling “SENSEI,” which was launched in

1977, many popular products have been added to the series including “Magical Playtime: Full of Japanese and English Words! Touch with Pen! Dream Sound Book/Disney” and “I Got It! Dream Toy Pad Plus/Disney Characters.”

**<Product Outline>**

Product Name: Magical Playtime Barcode Scanning Register

SRP: JPY 8,800 (tax included)

Launch Date in Japan: Saturday, November 20, 2021

Recommended Age: 3 years and up

Power Source Used: 4 × AA alkaline batteries (not included)

Package Contents: Main unit, order cards (sheet), Checkout Smartphone, button stickers (sheet), limited first edition special order cards (sheet) \*Included only in the first production run.

Dimensions: Approx. W 150 × H 280 × D 170 mm

Sales Channels: Toy stores, toy sections of department stores/mass retailers throughout Japan, online stores, TOMY Company’s official online store “Takara Tomy Mall” ([takaratomymall.jp](http://takaratomymall.jp)), etc.

Product Website: [www.takaratomy.co.jp/products/magicalplaytime/janjanregister](http://www.takaratomy.co.jp/products/magicalplaytime/janjanregister)

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**For press inquiries, please contact:**

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

**For product inquiries from consumers, please contact:**

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