



For Immediate Release

May 23, 2022

New experience! Child-rearing support through storytelling using AI technology

Release in late September of “coemo” storytelling speaker device that enlists AI technology to play audio that closely resembles the voices of moms and dads

Loaded with 60 content options including stories (fairy tales) that cultivate listening skills and imagination and contents from the “BRAIN SLEEP” sleep professionals!

Also features additional contents developed in collaboration with entities such as the “KOGUMA KAI”, Practice Institute of Pre-school Education!

TOMY Company, Ltd.



TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release the “coemo” storytelling speaker device that enlists AI technology to play audio that sounds just like the voices of moms and dads^(*) (SRP: JPY 12,980/tax included) from late September 2022 at toy stores, toy sections of department stores and mass retailers in Japan, online stores and TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp) etc. The product will be available for pre-order via “Takara Tomy Mall” from Tuesday, June 14, 2022.

The “coemo” device enlists innovative “coestation” AI speech synthesis technology^(**) in playing lots of different stories conveyed in synthesized speech (“*coe*”) that sounds just like the voices of actual human beings. The technology makes it possible for stories to be presented naturally in audio that sounds just like mom or dad by reproducing the emotional expressiveness and intonation of professional narrators. It also enables enjoyment of immersive storytelling by enlisting sound effects and background music aligned with the given story. Having the “coemo” device read stories in a designated *coe* involves first registering a *coe* by linking the “coestation” smartphone application for voice registration and the “coemo app” loaded with fairy tales and other story contents. The user then selects any of the contents via his or her smartphone before sending it to the “coemo” device. The *coe* can be changed to that of a grandparent, relative or other individual by character in the story by registering his or her *coe* with the “coestation” and linking it with the “coemo app.”

The “coemo app” is loaded with 60 content options that users can enjoy at no charge, including 45 stories such as Japanese folk tales, fairy tales from around the world, and original stories. It also enables enjoyment of contents that includes music for facilitating quality sleep produced in collaboration with the “BRAIN SLEEP” company of sleep professionals, as well as contents such as “Nerumae Taisou” (pre-bedtime stretch). We also have plans to develop additional contents so that children can use the product for a long time in accordance with their growth. The product’s premium contents (fee-based) developed in collaboration with the “KOGUMA KAI”, Practice Institute of Pre-school Education helps to develop children’s listening skills, concentration, and comprehension through sessions of focused listening before going to bed.

Our aspiration to create a product that closely aligns with desires of moms and dads led us to tap into opinions from various angles enlisting sources such as questionnaires^(*)3), interviews, and user testing. Guardians provided feedback encompassing sentiments such as “I want to read books to my child, but it is difficult to do that on a daily basis,” and “It is hard for me to read to my older children while taking care of my younger child.” Exposing children to stories read aloud using this product will yield results that include enhancing physical contact opportunities between parent and child, providing fun times for both children and adults, and offering “new experiences for spurring imagination through listening” to children who are accustomed to images and books. The remarks from the user testing indicate the effect that the product made storytelling time even more fulfilling. Such comments included the following: “the *coe* of mom and dad provides reassurance and peace of mind,” “the background music readily draws the listeners into the world of the story being told,” “placing focus on listening spurs the imagination,” and “having both hands free enables us to listen to the story together and have physical contact.”

The “coemo” device provides support to moms and dads with child rearing. For instance, this involves using the “coemo” device to ensure that children are able to sleep with peace of mind even when a caregiver has his or her hands full with household tasks or his or her job, and also involves relaxing with listening to stories together on those nights when they feel tired.

Having been well-received for the “screen-reading feature” of the coemo-linked app that guide the operation through sound, the “coemo” product has been certified with the Japan Toy Association’s “Accessible Design Toys” designation as a toy enjoyable together with people with visual disabilities.

- (*1) The phrase “moms and dads” as appears in this news release refers collectively to all family members.
- (*2) The **“coestation” is an AI speech synthesis service by Coestation Inc., which produces a wide variety of synthesized speech (artificial voices) easily resembling those of everyone from loved ones to celebrities.**
- (*3) The questionnaires were administered on a total of three occasions from August through December 2021. They were conducted by means of online survey administered to a total of 3,200 women in the 25 to 49 age demographic. (Survey services provider: Macromill)

Distinctive features of “coemo”

○ **Realistic synthesized voices fuel anticipation for daily storytelling time**

- The notion that the voices telling the stories are the synthesized voices (“*coe*”) of mom and dad creates greater opportunity for entertaining storytelling and makes it possible for children to serenely listen to stories conveyed in a familiar *coe*.
- The innovative “coestation” AI speech synthesis technology makes it possible for stories to be presented naturally in audio that sounds just like mom or dad by reproducing their style of emotional expressiveness and intonation. It also enables enjoyment of immersive storytelling by enlisting sound effects and background music aligned with the given story.
- *Coe* can be changed to that of a grandparent, relative or other individual by character in the story by registering his or her *coe* with the “coestation” and linking it with the “coemo app.”
- This product features original stories that are told using your child’s name after registration of his or her name beforehand.
- This device eliminates the need for mom or dad to read with a book or a smartphone in hand. As a result, they can listen to stories while communicating and physically interacting with their children.
- This device conveys stories exclusively in audible format without visual elements. As such, children are able to focus on listening while developing their imaginations and creativity.



○ Simple registration of *coe*

[Prior to storytelling]

Install the “coestation” and “coemo app” smartphone applications on your smartphone. Next, create a *coe* by recording the user’s voice on the “coestation” smartphone application, then link it to the “coemo app” smartphone application. Voice recording simply requires that a user initially read designated text of around 15 minutes in length.

[Storytelling]

Select and send to the device three content options of choice using the “coemo app” smartphone application. Have the “coemo” speaker read the stories by operating the controls on the device itself.



* The “coestation” smartphone application requires iOS 15 or later and can be installed on iOS 15-compatible iPhone and iPad devices. A “coestation” application for Android devices is slated for future release.

○ 60 content options available at no charge

[Contents available at no charge]

We offer a full lineup of 60 content options. In addition to 45 stories that include Japanese folk tales and Grimms’ Fairy Tales, the device enables enjoyment of English-language songs, calming music box melodies for children, and contents developed in collaboration with the “BRAIN SLEEP” sleep professionals.

<Examples of stories available>

45 stories overall, including Little Red Riding Hood, The Emperor’s New Clothes, the North Wind and the Sun, the Three Little Pigs, the Adventures of Momotaro, and original stories

**BRAIN
SLEEP**

Contents developed in collaboration with the “BRAIN SLEEP” sleep professionals

Five types of original “coemo” contents for giving rise to quality sleep have been created. This includes “Nerumae Taisou” pre-bedtime stretch and music that smoothly facilitates sleep.

BRAIN SLEEP is an innovative company that pursues the best sleep through sleep medicine and information technology. It offers various products and services that improve the quality of sleep with the aim of enabling people to lead the happiest lives by helping them achieve the best sleep possible, underpinned by the key notion of “eliminating sleep debt through a revolution in sleep.”

○ Premium contents that can be added to align with a child’s growth

[Premium contents]

We offer premium fee-based contents through in-app payment. Users can add stories, background music and other features aligned with a child’s growth, including contents developed in collaboration with the “KOGUMA KAI”, Practice Institute of Pre-school Education.



Contents developed in collaboration with the “KOGUMA KAI”, Practice Institute of Pre-school Education

We have created original “coemo” contents that enables children to develop their concentration through listening time before going to bed. This helps children’s ability to listen and think.

<Example of “story comprehension”>

A child is provided with questions to check his or her level of understanding after listening to a story. Examples of questions include following: “Who traded shells with the dolphins?” “What color were the shells that belonged to the crab?” “How many of the shells that belonged to the sea turtle were given?”

The “KOGUMA KAI” early childhood education classroom pursues and practices an approach to basic education targeting children from two years of age to the third grade, based on the philosophy of integrated education through the preschool and primary school years. In particular, for preschool-aged children, the “KOGUMA KAI” has an original content and methodology invented based on a “Basic pre-school education” and verified through practice in the classroom. This method has achieved good results in the entrance exams for kindergarten and elementary school.

○ Supporting moms and dads with child rearing!

The “coemo” device provides support to moms and dads with child rearing through its various uses. This includes, “enhancing parent-child time before going to bed,” “leading parents and children to quality sleep,” “using the ‘coemo’ device to ensure that children are able to sleep with peace of mind even when a caregiver has his or her hands full with household tasks or his or her job,” “relaxing with listening to stories together on those nights when they feel tired,” and “enjoying immersive experience upon registering the *coe* of grandparents, relatives and other loved ones.”

**** The “coemo” device is designated as an Accessible Design Toy that people with visual disabilities can also enjoy ****



This product has received “Guide Dog Mark” certification as an “Accessible Design Toy” promoted by the Japan Toy Association, as a toy enjoyable together with people with visual disabilities. Their method is inspected and practiced in a classroom. Their method is inspected and practiced in a classroom.

<Aspects of certification>

- Linked smartphone application equipped with “screen-reading feature”

The “coemo app” smartphone application, which links to the main device, is equipped with a “screen-reading feature” that provides users with voice-based guidance for every page of contents. Children and guardians with visual disabilities can also enjoy controlling the smartphone application with the voices. In addition, use of background music that differs from page to page makes it easy to determine by sound which page a user is currently accessing.

- Sound effects which facilitate use of the device

The device is loaded with sound effects that are unique to each of the different buttons. Subtle audio cues facilitate operation of the device, which is useful to children with visual disabilities as well as in the darkness when it is not possible to see well.

- Buttons with relief surfaces for tactile operation

The device features buttons with convex relief-surface design to enable tactile operation. The device is also designed with minimal screw holes to ensure a lack of excessive surface irregularity.



[Universal design toys: Accessible Design Toys] www.takaratomy.co.jp/products/kyouyu

<Product Outline>

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|-----------------------|--|
| Product Name: | “coemo” |
| SRP: | JPY 12,980 (tax included) |
| Launch Date in Japan: | Late September 2022 |
| Recommended Age: | 3 years and up |
| Package Contents: | coemo device × 1, startup guide × 1 * A separate smartphone is required to operate the device. |
| Batteries Required: | 3 × AA alkaline batteries (not included) |
| Dimensions: | W 125 × H 90 × D 120 mm |
| Sales Channels: | Toy stores, toy sections of department stores/mass retailers in Japan, online stores, and TOMY Company’s official online store “Takara Tomy Mall” (takaratomy.com), etc. |
| Copyright: | ©TOMY |
| Website: | www.takaratomy.co.jp/products/coemo |
| Sales Target: | 50,000 units per year |



In storytelling mode, the device can be operated with or without the product’s two-phase light.

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)