

For Immediate Release



May 19, 2023

**When you open the cube...it pops out and surprises you!  
When you touch it, it surprises you!**

A digital pet with a new sensation that you can actually touch thanks to a Real Touch Innovation

**“Tobidase! Cubits (Bitzee)” To be launched in early July**

TOMY Company, Ltd.



TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will launch **Tobidase! Cubits (Bitzee)** (2 colors; SRP: JPY 6,598 each/tax included), a digital pet with a new sensation that you can touch directly, in early July 2023 at toy stores, toy sections of department stores/mass retailers in Japan, online stores, TOMY Company’s official online store Takara Tomy Mall ([takaratomymall.jp](http://takaratomymall.jp)), etc. Pre-orders will be accepted at Takara Tomy Mall starting Wednesday, May 31, 2023.

Tobidase! Cubits (Bitzee) has a display unit with LEDs attached on its edge so that when the cube is opened, the character appears to actually float, and the **real touch innovation** makes it possible to touch the character directly even though it is digital.

When you touch the character, it reacts by changing its facial expression and making sounds, and the more you take care of it, the more it “evolves” by up to two levels. If you don’t take care of it, it will run away from home; you can play just like raising a pet that exists in the real world. In addition to standard care play such as feeding, cleaning, putting it to bed, etc., you can enjoy a total of 15 different types of mini-games, such as quizzes, racing, and fall-catching games. Realistic communication through direct touch makes you feel more attached to the product.

At TOMY Company, we have developed a variety of digital toys in response to the changing times. “Punirunes,” an LCD care toy with a new “texture” released in 2021 that lets you play with the character on the digital screen as if you were directly touching it, has been a big hit, with total shipments exceeding 500,000 units thanks to its more than 50 adorable, squishy characters and the magical sensation of the “curious sense of integration between digital and analog” that makes it feel like the user is actually touching the characters.

Compared to Punirunes, which offers a “realistic touch,” Tobidase! Cubits (Bitzee) will join the lineup as a digital toy that provides the new experience of “really touching a digital pet.”

## Tobidase! Cubits (Bitzee): A Digital Pet With a New Sensation That You Can Touch Directly

### ■ Features a real touch innovation that enables the user to really touch it!

Tobidase! Cubits (Bitzee) uses a display unit with LEDs attached on its edge, and the unit moves up and down at high speed, making the character appear as if it is actually floating when the cube is opened. The display unit is equipped with a touch sensor so that when you touch it, the character emits voices and changes expressions, giving the player the sense of raising a pet that exists in the real world.



### ■ More than 100 different sounds and actions make “care play” and “mini-games” even more fun!

With Tobidase! Cubits (Bitzee), you can take care of your pet by feeding, cleaning, putting it to bed, etc., and in addition to such standard care play, you can enjoy a total of 15 different types of mini-games, such as quizzes, racing, and fall-catching games. In addition to the **real touch innovation**, which allows the user to **touch the character directly even though it is digital**, it has a tilt sensor that responds to shaking the cube back and forth, left and right, and up and down, a swipe sensor to control the menu screen, more than 100 different sounds and actions, a full-color screen, and many other features that make it fun to play with.



Control it by swiping the touchpad!

### ■ As you take care of your pet, it “evolves,” and you become more attached to it!



Evolution process



Cubits

Normal (Puppy), Rare (Pudria),  
Ultra-rare (Marcat)

There are a total of 15 types of Cubits characters. There are three levels of rarity: normal, rare, and ultra-rare, and three levels of evolution: Little Bits, Big Bits, and Super Bits. Once the character has evolved to the Super Bits level, a mini-game will be unlocked for each character, and the player will receive treats that are needed to acquire the next new character.

Cubits that are not touched and cared for often may sulk and run away from home. The more you take care of your adorable Cubits, the more new Cubits you will get and the more mini-games you will be able to play. It is a product that you become attached to, making you want to take more care of your pet.

## Tobidase! Cubits (Bitzee): Product Outline



Tobidase! Cubits (Bitzee) Purple

Tobidase! Cubits (Bitzee) Mint

Product name:	Tobidase! Cubits (Bitzee) (Two colors: purple and mint)
SRP:	JPY 6,598 each (tax included)
Launch Date in Japan:	early July 2023
Recommended Age:	6 years and up
Package Contents:	Main unit × 1
Dimensions:	W 150 × H 180 × D 120 mm (size of the main unit)
Weight:	Approx. 168 g (including batteries)
Sales Channels:	Toy stores, toy sections of department stores/mass retailers in Japan, online stores, TOMY Company's official online store "Takara Tomy Mall" ( <a href="https://www.takaratomymall.jp">takaratomymall.jp</a> ), etc.
Batteries Required:	AA alkaline × 3 (test batteries included)
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Website:	<a href="https://www.takaratomy.co.jp/products/cubits/">https://www.takaratomy.co.jp/products/cubits/</a>

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