

For Immediate Release

August 26, 2025

Digital Toy Camera “FUNSHOT”

Capturing and Preserving Moments – A fresh idea for Gen Alpha and Gen Z**Available from Saturday, October 25, 2025**

- (1) Compact design for easy one-handed shooting
- (2) Photo notifications and calendar log feature
- (3) Easy sharing of photos with retro feeling via smartphone

TOMY Company, Ltd.

TOMY Company, Ltd., based in Katsushika Ward, Tokyo, is pleased to report that launch of the digital toy camera **FUNSHOT** (three types/SPR: JPY7,480 each/tax included) on Saturday, October 25, 2025. The product will be available at toy stores, toy sections of department stores/mass retailers in Japan, selected Sanrio stores, Sanrio ONLINE SHOP, online stores, and TOMY Company's official online store “TOMY MALL” (takaratomymall.jp), etc. Pre-orders are scheduled to begin on “TOMY MALL” on Thursday, August 28, 2025.



FUNSHOT is a digital toy camera designed with the concept of capturing the “moment” users want to preserve, reflecting the trends of Gen Alpha and Gen Z (*1). This product has three main features; **a compact design that allows one-handed shooting with a direct shutter that activates in three seconds; photo notifications delivered once a day at random intervals; and easy sharing of photos with retro feeling via smartphone.**

Recently, among Gen Alpha and Gen Z, there has been a trend of using film cameras and digital cameras from over a decade ago to capture everyday memories with a retro feel. Additionally, social media platforms that provide prompts for taking photos through notification settings are becoming popular. Reflecting these trends, this digital toy camera is easy to bring anywhere and is ideal for casually capturing everyday moments while preserving memories.

Photos taken with **FUNSHOT** can be easily transferred to a smartphone (*2). They can also be printed as instax™ photos by connecting to FUJIFILM instax™ Link series smartphone printer (*Printing requires a separately sold instax™ Link series smartphone printer and instax™ film.) The camera comes in three designs featuring Sanrio characters (Hello Kitty, Cinnamoroll, Kuromi) with colors inspired by each character (*3).



Users can personalize their photos with character frames and stamps. The device includes six Sanrio-themed mini-games, such as “Today’s Lucky Color Fortune Telling through Photography” and “Acorn Catching with Hello Kitty.”

(*) Generation Alpha: In this release, it refers to the generation born after 2010, currently under 15 years old

Generation Z: In this release, it refers to the generation born between the mid-1990s and 2010.

(*) Smartphone operations should be performed by a guardian.

(*) The operations and activities are the same for all three types.

Product Details

■ [Easy to Bring] The hand-held size and quick 3-second startup make “capturing the moment” effortless!

Its hand-held size and quick 3-second startup make capturing the moment effortless. Its compact design makes it easy to bring around when going out. Additionally, FUNSHOT features a “direct shutter” that activates in just 3 seconds, enabling users to instantly capture the “moment” - just like using a smartphone or camera.



Direct shutter that activates in 3 seconds

Hand-held size

■ [Encourages Photo-Taking] Equipped with a random notification and a calendar log feature!

A “Catch the Moment!” alert is randomly sent once a day based on notification settings, providing a prompt to encourage daily photo-taking (*4). Photo notifications deliver fun prompts such as “**Try taking a photo of today’s hairstyle,**” encouraging users to capture various scenes. Additionally, it includes a calendar-based photo log feature, enabling users to revisit past memories by viewing photos organized by date.

(*4) “FUNSHOT notifications” are sent once a day at a random time and once at a set time. They are sent when the device is in sleep mode. They are not sent when the device is already active.



FUNSHOT Notifications



Calendar-based Photo Log Feature

■ [Preserve Memories] The photos taken with the device can be easily transferred to a smartphone without the need for a dedicated app!

Recently, there has been a growing trend of using film cameras and digital cameras from over a decade ago to capture everyday memories with a retro feel through evocative photos. Photos taken with FUNSHOT, which are characterized by their retro image quality, can be easily transferred to a smartphone without the need for a dedicated app by scanning the 2D code displayed on the device.

Additionally, FUNSHOT can be connected to a smartphone printer in FUJIFILM’s instax™ Link series to produce instax™ photos



Smartphone Transfer



Printing with a smartphone printer in the
instax™ Link series

*A separately sold smartphone printer instax™ Link series and instax™ film are required for printing.

*Compatible not only with the standard mini format film but also with smartphone printers that use instax™ SQUARE and WIDE formats. (*instax™ is registered trademarks and trademarks of FUJIFILM Corporation.)

■ 100 types of Sanrio character frames and stamps! Also equipped with six mini-games!

There are 100 types of Sanrio character frames and stamps available, allowing users to decorate their photos and create personalized images. For each photo taken, up to three frames and stamps can be combined. Additionally, six mini-games featuring Sanrio characters are included, such as “Today’s Lucky Color Fortune Telling through Photography,” “Acorn Catching with Hello Kitty,” and “Hello Kitty’s Flag Raising.” Not only photography, the variety of play is also expanded with mini-games.



Six types of mini-games

100 types of frames and stamps

“FUNSHOT” Product Overview

Product Name: **FUNSHOT** (three types: Hello Kitty, Cinnamoroll, Kuromi)

Launch Date in Japan: Saturday, October 25, 2025

Pre-order Opening Day: Thursday, August 28, 2025

SRP: JPY 7,480 each (tax included)

Recommended Age: 6 years and up

Package Contents: Main unit of FUNSHOT × 1, instruction manual × 1

Dimensions: (Main Unit) W 48 mm × H 107 mm × D 33 mm

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Batteries Required: 3 × AAA alkaline (Batteries are sold separately.)

Sales Channels: Toy stores, toy sections of department stores/mass retailers in Japan, selected Sanrio stores, Sanrio ONLINE SHOP, online stores, and TOMY Company’s official online store “TOMY MALL” (takaratomymall.jp/), etc.

Official Website www.takaratomy.co.jp/products/funshot/

* The images are for visual representation purposes only. There may be partial differences in design and specifications with the actual products.

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