



For immediate release

May 8, 2024

New high age target hobby brand “T-SPARK” launched!

“ADAMAS MACHINA” alloy model/**“REALIZE MODEL”** action plastic kits
“TOYRISE” REALTOY products that spark users’ imagination
“PROJECT: M” (tentative name) action figures designed by Yoji Shinkawa
“METAMOR VERSE” movable plastic character kit

The new 5-series debuts with a diverse lineup, with pre-orders starting from summer 2024.

TOMY Company, Ltd.

TOMY Company, Ltd., (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will launch a new high age target hobby brand, “T-SPARK,” in the summer of 2024. “T-SPARK” adds five new series “ADAMAS MACHINA,” “REALIZE MODEL,” “TOYRISE,” “PROJECT: M (tentative name, to be announced this summer)” and “METAMOR VERSE” to three long-selling series, “Transformers,” “ZOIDS” and “DIACLONE” to create a lineup covering a total of eight series, to be unveiled at the “SHIZUOKA HOBBY SHOW 2024” starting today, Wednesday, May 8.

The new hobby brand “T-SPARK” combines TOMY Company’s robot and mechanical technologies, and features not only our own IPs such as “Transformers,” “ZOIDS” and “DIACLONE,”^(*) but also collaborations with famous designers, companies and other popular contents to further expand the range of products for high age targets (ages 15 and older).

The five new series will be available for pre-order on the official Takara TOMY online store “Takara Tomy Mall” (takaratomy.com/jp/) from summer 2024.



- (1) “ADAMAS MACHINA,” a fresh take on the cool of robot and mechanic content such as “Transformers” and “ZOIDS,” etc. brought to life as an alloy model
- (2) “REALIZE MODEL,” action plastic kits featuring “superb movability,” “ease of assembly” and “collectability.”
- (3) “TOYRISE,” REALTOY products that spark users’ imagination
- (4) “PROJECT: M,” assembled action figures designed by Yoji Shinkawa (tentative name, series name to be announced this summer).
- (5) “METAMOR VERSE,” sets of movable plastic kits of characters and attachable robo-mecha kits, planned in collaboration with hobby manufacturer Kotobukiya Co., LTD.

A diverse lineup of robots, plastic kits, and figures will be offered.

(*) Intellectual Property: IP such as characters

“T-SPARK” a new high age target hobby brand

■ “T-SPARK”

“T-SPARK” is the unified brand name for hobby products for adults developed by TOMY Company. As a hobby brand that offers an experience of boundless energy, the name T-SPARK means innovative and sophisticated adventure.



■ Series covered: 8 series in total

“**TRANSFORMERS**” shape-changing robot characters “**ZOIDS**” real moving kit (build-it-yourself motorized toys)
“**DIACLONE**” original SF character toys “**ADAMAS MACHINA**” alloy model
“**REALIZE MODEL**” action plastic kits “**TOYRISE**” REALTOY products
“**PROJECT: M**” (tentative name) assembled action figures “**METAMORVERSE**” movable plastic character kits

* Details of “PROJECT: M” will be announced this summer.

- “T-SPARK” official website: www.takaratomy.co.jp/products/tsparkofficial/
- “T-SPARK” official X: twitter.com/tspark_official

Unveiling at the “SHIZUOKA HOBBY SHOW 2024” to be held from today, Wednesday, May 8

The SHIZUOKA HOBBY SHOW is one of the largest model exhibitions in Japan, where Japan’s world-class plastic models, model trains, RC models, and other model brands gather to present and exhibit new products that will set the trends for the year. This is where we will be unveiling “T-SPARK” for the first time.

Event period: Wednesday, May 8, 2024 - Sunday, May 12, 2024

Location: Twin Messe Shizuoka (3-1-10, Magarikane, Suruga-ku, Shizuoka-shi, Shizuoka)

* For details, please refer to “SHIZUOKA HOBBY SHOW” official website (www.hobby-shizuoka.com/).



Image of the T-SPARK booth

About the five series

[ADAMAS MACHINA]

A fresh take on the cool of robot and mechanic content, brought to life as an alloy model. This model seeks to recreate that charm, right down to the feel and texture. New robot and mechanical figures will be created through design arrangements with various creators. TOMY Company’s IP “Transformers” and “ZOIDS” are to be reborn as alloy models with new concepts and specifications as the first entries in the “ADAMAS MACHINA” series. Going forward, we plan to expand the series with a variety of robot content from both our own and other companies.

■ ADAMAS MACHINA “AMT-01 RODIMUS”

The first alloy model in the “Transformers” series. The popular young warrior “Hot Rod (Rodimus)” from the animation movie “The Transformers: The Movie” (released in 1986) has been brought to life. Featuring a design based on a design arrangement with “KUROKARAKURI” for Rodimus Prime by the creative team FLAMETOYS CO., LTD, and finished with a refined, sophisticated form, it captures the sense of a metallic life form in the way only an alloy model can. It can be transformed into a vehicle mode, and has a variety of movable parts, allowing the model to be posed in a range of poses just like those in the movie.

Launch Date in Japan: 2025

Pre-order Opening: Summer 2024

SRP: Not determined

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■ ADAMAS MACHINA “AMZ-01 BERSERK FÜHRER”

The popular tyrannosaurus-type ZOID “Berserk Führer,” released in 2001, has been refined to feature a more animal-like skeleton, and the “beastlike motion” unique to a metal life form has been reproduced in this alloy model. In line with ZOIDS’ organic structure, parts can be switched out to reproduced three modes: “wild” “frame” and “ZOID.”

Launch Date in Japan: 2025
Pre-order Opening: Fall 2024
SRP: Not determined
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► The name “ADAMAS MACHINA”

“Adamas” is the root of the word “diamond,” and connotes “steel,” which is both rigid and strong, as befits an alloy model. “Machina” mean “machine” in Latin, and “機神 (*Kishin*)” in Japanese name reflects the idea that this alloy robot series, which brings together the best of TOMY Company’s technology, is setting its sights on a world not yet seen, the realm of the gods.

[REALIZE MODEL]

An action plastic kit series that offers “superb movability,” “ease of assembly,” and “collectability.” By focusing not only on the number of parts, size, design, and structure, but also the user’s perspective, we are bringing latent desires to life. This series makes possible various poses which are difficult to achieve with the motorized ZOIDS currently available. The series is rich in moving parts, highly reproducible, and packed with playful elements. The first products in the series will be the popular ZOIDS in 1/100 scale, followed by popular content from other companies.

■ REALIZE MODEL “RMZ-01 BLADE LIGER”

■ REALIZE MODEL “RMZ-02 GENO SAURER”

Models of the main character “Blade Liger” and its rival the “Geno Saurer” from the first TV animation “ZOIDS” (aired 1999). Includes effect parts that bring to live scenes from the anime, whether displayed or photographed.

Launch Date in Japan: 2025
Pre-order Opening: Summer 2024
SRP: Not determined
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Left) “RMZ-01 BLADE LIGER”



Right) “RMZ-02 GENO SAURER”

► The name “REALIZE MODEL”

Wanting to create plastic kits that make users’ latent desires “real,” we chose the name “Realize = to make real (making an idea or concept real by giving it shape and form).” It also includes the meaning of seeking after users’ thoughts and wishes and giving them shape.

[TOYRISE]

TOYRISE are products that incorporate TOMY Company’s wealth of experience and knowledge. Their functionality goes beyond simple gimmicks to provide creative play that spark their user’s imagination. Each item boasts its own unique appeal and sense of scale. Furthermore, common standard joints are used to allow for customization.

■ TOYRISE “KING EXKAISER”

The first in the Brave series, King Exkaiser, the lead heroic robot from the TV animation “Brave Exkaiser” (aired 1990-1991), will be reintroduced by TOMY Company. The TOYRISE model of “King Exkizer,” created by the transformation of Exkizer and combination with King Roder, seeks to offer more post-combination movable posing action play than past items.

Launch Date in Japan: 2025
Pre-order Opening: Summer 2024
SRP: Not determined
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► The name “TOYRISE”

Our goal is to bring a new sense of value to the hobby toy market, and TOYRISE incorporates feelings of “whirlwind,” “surprise,” and “rise.” It expresses our expansion (elevation) of the concept of “toy” as we set our sights on new dimensions of play.

“PROJECT: M” (tentative name)

A series of assembled action figures designed by Yoji Shinkawa. The series title and details will be announced this summer.

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Illustration for “PROJECT: M” (tentative name)

Profile: Yoji Shinkawa

Born in 1971, Hiroshima. Joined KONAMI in 1994. As art director of the “Metal Gear Solid” series, Yoji Shinkawa supervised the entire artistic process, including character, background, and mechanical design. He left Konami in 2015 to join Kojima Productions, Co., Ltd. a new studio founded by Hideo Kojima. He has also worked as art director for Kojima Productions’ “Death Stranding” series.

[METAMOR VERSE]

This series features sets with 1/10 scale movable plastic kits of characters and attachable robo-mecha kits. This is a collaborative project with hobby manufacturer Kotobukiya Co., LTD. The movable plastic kits of characters will include not only original characters but also characters from our own IPs, including “ZOIDS” and “Transformers.” The METAMOR VERSE world is a multiverse setting, bringing together characters from a variety of content. Product details will be announced this summer.

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Illustration of METAMOR VERSE

<Points in common for “ADAMAS MACHINA” “REALIZE MODEL” and “TOYRISE”>

Recommended Age: 15 years and up

Sales Channels: Electronics retail stores, hobby specialty stores, model specialty stores, online stores, TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp), etc.

◇ Product images shown in this release are for illustrative purposes only. Final shape, specifications and coloring may differ

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