

For Immediate Release

August 27, 2024

**“The 2024 Japan Toy Awards”**

**The TOMY Group receives the Grand Prizes, Outstanding Sales Award, Special Award, etc. for a total of 10 products!**

**Action Category Grand Prize: “TOMICA Twin Courses Mountain Drive”**  
**Kidult Category Grand Prize: LICCA Doll “Photogenic Licca (3 Types: Dahlia, Daisy, and Iris)”**  
**Outstanding Sales Award: Linked with Camera! SMAPHO ROTOM**  
**Special Award: GACHA®**

**Excellence Award: Play and Learn Actively! TOMICA PLARAIL Pad, Sports Human Basketball, Pokémon SMAPHO ROTOM Pad, Pokémon Somen Noodle Slider, Let’s Drive TOMICA! Handle Driver, and Disney Princess Sparkle Scan Register**

TOMY Company, Ltd.

The TOMY Group (TOMY Company, Ltd.; Representative Director, President & COO: Akio Tomiyama, headquarters: Katsushika-ku, Tokyo) received awards for a total of 10 products, including the **Grand Prizes in two categories, the Outstanding Sales Award, the Special Award, and the Excellence Awards in five categories**, at the 2024 Japan Toy Awards sponsored by the Japan Toy Association on Tuesday, August 27, 2024.

◆ **2024 International Tokyo Toy Show TOMY Company Website: [www.takaratomy.co.jp/2024toyshow/](http://www.takaratomy.co.jp/2024toyshow/)**

The Grand Prize was awarded to two products: in the Action Category, the **“TOMICA Twin Courses Mountain Drive,”** a playset that lets you drive your TOMICA car on two mountain paths, and in the Kidult Category, the **LICCA Doll “Photogenic Licca (3 Types: Dahlia, Daisy, and Iris),”** which allows you to freely enjoy any pose with its movable jointed body.

Additionally, the Outstanding Sales Award was presented to the LCD toy **“Linked with Camera! SMAPHO ROTOM,”** which lets you venture into the world of the animated Pokémon.

Furthermore, the Special Award was presented to **“GACHA®,”** which has developed and established a capsule toy market supported by many people both in Japan and internationally.

The Excellence Awards were given to the following six products across five categories. The Excellence Awards were given to the **Play and Learn Actively! TOMICA PLARAIL Pad**, a pad that allows you to enjoy and learn by actively operating the device by turning and tipping it, in the Digital Category; the **Sports Human Basketball**, an acrobatic sports toy that allows you to recreate the super plays of their dreams, in the Games & Puzzles Category; the **Pokémon SMAPHO ROTOM Pad**, a pad-type LCD toy that allows you to explore Pokémon with a touch pen, in the Characters Category; the **Pokémon Somen Noodle Slider**, a slider inspired by the legendary Pokémon “Rayquaza,” in the Variety Category; the **Let’s Drive TOMICA! Handle Driver**, a steering wheel toy that lets you enjoy various driving experiences with your favorite TOMICA, and the **Disney Princess Sparkle Scan Register**, a toy cash register that lets you play shop with Disney Princesses, in the Accessible Design Toys Category.



Grand Prize: **“TOMICA Twin Courses Mountain Drive”**



Grand Prize: **LICCA Doll “Photogenic Licca (3 Types: Dahlia, Daisy, and Iris)”**



Outstanding Sales Award: **Linked with Camera! SMAPHO ROTOM**



Special Award: **GACHA®**

## List of Grand Prize Winners of the 2024 Japan Toy Awards

### [Grand Prize, Action Category]

Race your TOMICA cars on two different courses! More driving capacity, more action!



#### **”TOMICA Twin Courses Mountain Drive”**

[Sales agent: TOMY Company, now on sale/JPY 8,800 (tax included)]

[www.takaratomy.co.jp/products/tomica/tomicaworld/town/tomicatown/twincoursesmountain2024.html](http://www.takaratomy.co.jp/products/tomica/tomicaworld/town/tomicatown/twincoursesmountain2024.html)

This product is a playset where TOMICA (miniature cars) run in a figure-eight pattern on two courses: the “Wild Road Course,” which features action-packed switchback slopes and jumping paths, and the “Highway Course,” offering great views of the TOMICA cars racing along. The number of cars that can be driven and the level of action have been greatly increased compared to previous generations of this product. It also features a newly designed elevator that can elevate a large number of TOMICA cars at once, allowing you to lift a large number of cars at once. The elevator can also be switched between electric and manual so it can be played without batteries. It can be combined with the separately sold **TOMICA “2-WAY Action Expressway”** (to be launched in October 2024) to create a longer driving course.



Combine it with the 2-WAY Action Expressway to create a longer driving course!

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\*TOMICA (miniature cars) are sold separately

#### **[Features Recognized]**

Race your TOMICA cars on two different courses! More driving capacity, more action! This product adds new value to the “TOMICA series” that has been developed over many years. The product was recognized for its ability to be played in two ways, with or without batteries.

### [Grand Prize, Kidult Category]

Adults can enjoy LICCA dolls too! Movable jointed body for natural posing!



#### **LICCA Doll “Photogenic Licca (3 Types: Dahlia, Daisy, and Iris)”**

[Sales agent: TOMY Company, scheduled for launch in late September/JPY 5,500 each (tentative price)]

[licca.takaratomy.co.jp/photogeniclicca/dai\\_ir\\_dah.html](http://licca.takaratomy.co.jp/photogeniclicca/dai_ir_dah.html)

The “Photogenic Licca” series is a line of LICCA dolls that can be enjoyed by adults as well, featuring the “neo LICCA body”<sup>(\*)</sup>, a movable body with movable joints, in all products in the series. In addition to enabling beautiful and natural posing, careful attention has been paid to every detail of the hairstyles and makeup. Collaborations with various apparel brands and characters will also be introduced so that you can enjoy “LICCA-katsu (LICCA activities)” such as taking and sharing photos and making clothes that suit your LICCA doll.

(\*) The “neo LICCA body” is a beautiful “movable body” patented by combining the TOMY Company’s experience in doll making with the latest technology. By adding joints to the shoulders, wrists and ankles, hip joints, and knees, poses can be made as desired, allowing for more natural movements, such as shrugging the shoulders or posing with the legs turned inward.



© TOMY

#### **[Features Recognized]**

This specially designed doll, which took nearly three years to develop (patent obtained), utilizes LICCA’s doll technology to create a “movable body” that looks great when posting on social media, and was highly recognized for its ability to express a variety of natural posing styles.

## [Outstanding Sales Award]

Link to the Pokémon world by recognizing the colors around you with the camera! Featuring 500 Pokémon from all regions, including the Paldea region.



### **Linked with Camera! SMAPHO ROTOM**

[Sales agent: TOMY Company, now on sale/JPY 10,990 (tax included)]  
[www.takaratomy.co.jp/products/pokemon/camera\\_zukan\\_rotom/](http://www.takaratomy.co.jp/products/pokemon/camera_zukan_rotom/)

This product is an LCD toy of SMAPHO ROTOM appearing in the animated TV series *Pokémon*. Featuring the first-ever camera link function, this product lets you explore the world of Pokémon as if you were in the cartoon.

Peer into this SMAPHO ROTOM to transform your room into a grassy plain where Pokémon dwell or a cave where Legendary Pokémon might be lurking, for the Pokémon experience you have been dreaming of. Scan for colors around you using the camera and tap the screen to be transported to different fields modeled after the color the camera has identified. Pokémon suited to a particular field will appear—for example, scanning green might conjure a flower garden where Grass-type Pokémon appear—and the Pokémon discovered can be registered in the index. Furthermore, this lets you arrange photos you have taken with the camera as well as scan Pokémon displayed on your friend’s SMAPHO ROTOM with the camera to make them appear on your own SMAPHO ROTOM to exchange information, creating fun memories with friends.



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©Pokémon

## [Special Award]

**GACHA® (capsule toy) wins the Special Award!**



### **GACHA®**

[T-ARTS Company, Ltd.]  
[www.takaratomy-arts.co.jp/items/gacha/](http://www.takaratomy-arts.co.jp/items/gacha/)

“GACHA®” (capsule toys) were first imported from the United States in 1965 by PENNY Trading Company (now PENNY COMPANY, LTD.; Representative Director and President: Masaomi Sato, headquarters: Katsushika-ku, Tokyo; hereinafter referred to as “PENNY”). Yujin Company, Ltd., the predecessor of PENNY’s parent company, T-ARTS Company, entered the capsule toy business in 1988. Since then, the company has been involved in the planning, manufacture, and sale of capsule vending machines (GACHA machines) and the toys inside for more than 30 years, and its capsule toy brand is known by the trademark “GACHA®.” T-ARTS Company’s “GACHA®” along with BANDAI CO., LTD.’s “Gashapon” received the Special Award in recognition of their achievements in pioneering and building the capsule toy market. The Special Award is given to toys that have significantly contributed to the toy industry and are worthy of recognition.



©T-ARTS  
\*GACHA® is a registered trademark of T-ARTS Company, Ltd.

### [Features Recognized]

Both companies were recognized for their outstanding planning abilities to capture trends and promote diverse and attractive products over the years, as well as for their achievements in developing and building a capsule toy market that is supported by many people in Japan and abroad by significantly growing the GACHA/Gashapon brand through extensive location development.

## List of Excellence Awards Winners of the 2024 Japan Toy Awards

### [Excellence Award, Digital Category]

The first TOMICA PLARAIL pad! The screen is linked to your own TOMICA and PLARAIL! Play and learn through active operation!



#### **Play and Learn Actively! TOMICA PLARAIL Pad**

[Sales agent: TOMY Company, now on sale/JPY 19,800 (tax included)]

[www.takaratomy.co.jp/products/plarail/tettei/set/tomicaplarailpad/](http://www.takaratomy.co.jp/products/plarail/tettei/set/tomicaplarailpad/)

This is a pad that allows you to learn “programming,” “language,” and “numbers” while enjoying “hands-on play” and “action play” through active operations such as turning the pad itself, turning it, shaking it, and moving the vehicle-like lever up and down. It contains a total of 99 apps (61 types)! The screen is also linked to your favorite TOMICA (miniature cars) and PLARAIL (trains and tracks), and the TOMICA and PLARAIL that are captured by the camera appear on the screen, allowing you to experience driving by tilting the device and operating the levers. When the pad is placed inside the PLARAIL layout, the camera reacts to the arrival of the train, and the passengers get on and off the train on the screen, thus linking the toy and the pad together for an enjoyable experience.



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#### **[Features Recognized]**

It contains a total of 99 apps (61 types) for fun learning, such as “programming” and “language.” It was recognized for its intuitive play style with active controls such as lever operation, turning, and shaking, as well as the ability to make the user’s TOMICA and PLARAIL appear on the screen.

### [Excellence Award, Games & Puzzles Category]

Throw down a super dunk! Recreate the super play you’ve always dreamed of!



#### **Sports Human Basketball**

[Sales agent: TOMY Company, now on sale/JPY 3,960 (tax included)]

[www.takaratomy.co.jp/products/sports\\_h/](http://www.takaratomy.co.jp/products/sports_h/)

This product is an acrobatic sports toy that can be played with human-like figures to recreate spectacular super plays. Set the figure holding the included ball on the jump pad and tap the arm to make the figure jump toward the goal and make a dunk shot. For a more advanced technique, the figure can catch the ball in mid-air and recreate a super dunk, just like an alley-oop.

The “Sports Human” series includes “soccer” and “horizontal bars” in addition to basketball, each offering the simple operability that makes you want to try again and again until you get the hang of it, the exhilaration when the super play you envisioned is achieved, and the acrobatic movements that look great in videos posted on social media and other video sharing sites, making them particularly appealing.

This is a product that can be enjoyed together with family and friends, or by yourself.



© TOMY

#### **[Features Recognized]**

When the figure’s arms hit the hoop, the hands holding the ball open up to dunk the ball. It is a simple but profound analog game that makes the user think about the injection force, distance, etc. It can be enjoyed by users of all ages and genders.

## [Excellence Award, Characters Category]

The new “SMAPHO ROTOM” is finally available in pad form! The way to play has evolved with the touch pen!!



### **Pokémon SMAPHO ROTOM Pad**

[Sales agent: TOMY Company, now on sale/JPY 12,100 (tax included)]

[www.takaratomy.co.jp/products/pokemon/rotom\\_pad/](http://www.takaratomy.co.jp/products/pokemon/rotom_pad/)

This is a pad-type LCD toy that allows you to explore Pokémon using a touch pen. With a large 3.5-inch screen size, the largest among the SMAPHO ROTOM<sup>(\*)</sup> LCD toys to date, a major feature of this product is the ability to use the included touch pen to complete missions and register Pokémon in the index through fun pen movements such as flicking, sliding, and drag-and-drop. In the main game, “Pokémon Research,” you search for approximately 800 Pokémon on the map by figuring out where they can be found, and register them in your index by successfully completing missions. The fun part of this product is that you can become an expert on Pokémon the more you play with it, just like a Pokémon Professor. It also has a camera function for taking pictures and processing images.



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©Pokémon

(\*) The SMAPHO ROTOM is an item that appears in the animated TV series *Pokémon* and is a Pokédex that records various information such as the appearance and characteristics of Pokémon found and caught during adventures.

#### [Features Recognized]

The large-screen pad equipped with a touch pen further enhances its operability, and the game was highly acclaimed for its ability to allow players to think for themselves and register more than 800 Pokémon in the index while completing missions that feel like a game with a storyline.

## [Excellence Award, Variety Category]

Somen noodle slider shaped in the form of the super-powerful Rayquaza!



### **Pokémon Somen Noodle Slider**

[Sales agent: T-ARTS Company, now on sale/JPY 14,960 (tax included)]

[www.takaratomy-arts.co.jp/specials/soumenslider/#pokemon](http://www.takaratomy-arts.co.jp/specials/soumenslider/#pokemon)

This product is a slider inspired by the legendary Pokémon “Rayquaza,” with an eye-catching design of Rayquaza emerging from the cloud at the top. The newly modeled Rayquaza was created exclusively for this slider, and water flows out of the mouth of the Rayquaza to create a water stream. Furthermore, the cloud serves as a pool where somen noodles are placed, and is designed to enable just the right amount of noodles to flow onto the slider.

It also comes with the “Pikachu Gate,” a part to enjoy the water flow unique to the classic “Somen Noodle Slider,” and “water wheels” for “Quaxly,” “Piplup,” and “Psyduck,” allowing you to enjoy cute effects at the same time as the somen noodles flowing down the slider.



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©Pokémon

#### [Features Recognized]

The slider is an impressive 56 cm tall, and its shape makes good use of the features of the dragon type Rayquaza. The circulatory structure that creates a stream of water flowing from the mouth, and the cloud that forms a pool where somen noodles are placed, were praised for their thoughtful design.

## [Excellence Award, Accessible Design Toys Category]

Children with visual disabilities can also enjoy a simulated “driving” experience by operating the steering wheel by themselves!



### **Let's Drive TOMICA! Handle Driver**

[Sales agent: TOMY Company, now on sale/JPY 6,820 (tax included)]

[www.takaratomy.co.jp/products/tomica/tomicaworld/town/tomicatown/handledriver2024.html](http://www.takaratomy.co.jp/products/tomica/tomicaworld/town/tomicatown/handledriver2024.html)

This product is a steering wheel toy that allows you to position your favorite “TOMICA” (miniature car) into the main unit to engage in play that involves pretending to do car-related jobs like police, fire truck, or car racing and experience the fun of driving while operating the steering wheel following on-screen and audio instructions. The product features various innovations that allow children with visual disabilities to enjoy a simulated “driving” experience. These include audio guidance that instructs users on how to proceed with the game, three types of game sheet overlays with different shapes that can be identified by touching both sides, and two types of control buttons with different shapes that can be easily identified by touching them. The product is certified with the “Guide Dog Mark” by the Japan Toy Association as an “accessible-design toy.” In addition, it was the first toy to have been granted Color Universal Design (CUD) certification<sup>(\*)</sup> for assuring that the product accommodates color vision diversity, and it was evaluated highly for features such as its “readily distinguishable color scheme” and its “playability without the need to perceive colors.”



© TOMY

(\*) CUD certification is a third-party certification scheme for assuring that products accommodate color vision diversity, carried out by Color Universal Design Organization (CUDO), a non-profit organization.

#### [Features Recognized]

This toy was recognized for its innovative features that were developed from the design stage to allow children with visual disabilities to operate the steering wheel by themselves while listening to audio directions and sound effects, and to enjoy a simulated “driving” experience and various games, thereby expanding the genre of accessible-design toys.

## A Disney Princess cash register with sparkling tiaras and fun chatter and sounds



### **Disney Princess Sparkle Scan Register**

[Sales agent: TOMY Company, now on sale/JPY 8,580 (tax included)]

[www.takaratomy.co.jp/products/disney/disneyprincess/](http://www.takaratomy.co.jp/products/disney/disneyprincess/)

This product is a cash register toy filled with the charm of Disney Princesses. The tiara on the cash register lights up and makes sounds as you scan and pay, creating a sparkling shopping experience as if you are playing with Disney Princesses. Items can be scanned at two locations, the hand scanner and the heart scanner on the main unit, and there are four payment options including bills, coins, credit card payment, and smartphone payment. It comes with 49 cute Disney Princess shopping accessories, and the tiara shines in more than 10 colors every time you scan something. With the Princess Talk button, the tiara shines in the image color of each Disney Princess, and you can enjoy self-introductions, melodies and chats.



© Disney

#### [Features Recognized]

In addition to the lights, the sound and tactile reliefs create a world of princesses, and the arrangement and shape of the buttons, the designs of the bills and coins, and the tactile feel of the accessories were highly evaluated for their new creative features that allow users to identify and enjoy them without the use of their eyesight.

### <The 2024 Japan Toy Awards>

The Japan Toy Awards were established in 2008 with the hope of creating and spreading more quality toys that everyone can enjoy comfortably. Founded with a mission to provide an opportunity for many consumers to get to know toys and enjoy them, the Japan Toy Awards were presented for the 16th time this year. Out of a total of 427 products submitted by 46 companies, award winners were selected through rigorous examinations by experts with keen eyes. One Grand Prize winner and four Excellence Award winners were selected for each of the following nine categories. Other awards selected by the association include the Outstanding Sales Award and the Special Award.

- 1. Educational Toys Category** : Toys that are helpful to intellectual training, education and coursework
- 2. Basic Category** : Basic toys that develop the five senses
- 3. Action Category** : Toys with which you can play actively
- 4. Characters Category** : Toys that are based on character intellectual properties and capture their unique worldviews
- 5. Games & Puzzles Category** : Board games, action games, card games, puzzles, etc.
- 6. Digital Category** : Digitally specialized toys
- 7. Variety Category** : General merchandise, collectible toys, surprise toys, magic, etc.
- 8. Kidult (Kids+Adult) Category** : Products targeted primarily at adults
- 9. Accessible Design Toys Category** : Toys that are thoughtfully designed so that children with and without visual or hearing disabilities can enjoy playing with them
- ★ Outstanding Sales Award** : Toys that made a significant contribution to the retail sector by driving the Japanese toy market in the year ended March 31, 2024
- ★ Special Award** : Toys that have significantly contributed to the toy industry and are worthy of recognition

**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)  
T-ARTS Customer Service (Japanese only) Tel: 0570-041173 (Navi-Dial)