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For Immediate Release
News Release



e-Craft inc.
TOMY Company, Ltd.

The building and programming educational toy embot receives the “iF DESIGN AWARD 2024,” one of the world’s three major design awards!



e-Craft inc. (Representative Director and CEO: Kazutoshi Nukada, headquarters: Daikanyama, Shibuya-ku, Tokyo, hereafter “e-Craft”), which was launched as a docomo STARTUP*, and TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo, hereafter “TOMY Company”) hereby **announce that “embot,” which was planned and developed by both companies, has won the “iF DESIGN AWARD 2024” (sponsor: iF International Forum Design GmbH),** which is one of the world’s three major design awards.

This year, approximately 10,800 design entries were submitted from 72 countries and regions and they were rigorously examined by 132 experts in design on the basis of five criteria: “Idea,” “Form,” “Function,” “Differentiation” and “Impact.” embot was praised particularly in the areas of **“Idea,” “Form” and “Function”** and won the award.

* <https://startup.docomo.ne.jp/> (in Japanese)

[Information on the award] Webpage for winners of iF DESIGN AWARD 2024

<https://ifdesign.com/en/winner-ranking/project/embot/639339>

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