

For Immediate Release



February 20, 2020

February 28, 2020[Revised version: Release of “Doraemon the Movie: Nobita’s New Dinosaur” postponed]

March 23, 2020[Revised version 2: Release date of “Doraemon the Movie: Nobita’s New Dinosaur” changed]

“Doraemon the Movie: Nobita’s New Dinosaur” comes to “ANIA,” Friday, March 6, 2020!

**ANIA ”Doraemon the Movie: Nobita’s New Dinosaur” series
to be launched Thursday, February 27, 2020!**

Recreate the movie world with “ANIA”! A set that includes familiar friends
and the dinosaurs appearing in the movie!

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) announces the successive launch of products related to the movie “Doraemon the Movie: Nobita’s New Dinosaur” (launching on Friday, August 7, 2020) ahead of the movie, including the **“ANIA” “Doraemon the Movie: Nobita’s New Dinosaur” series (all 6 types, SRP: JPY 1,300/tax not included)**, the hand-held sized action figures with one gimmick, along with the **“ANIA” “Doraemon the Movie: Nobita’s New Dinosaur” New dinosaur island play map (SRP: JPY 4,500/tax not included)** playset themed on the world portrayed in the movie. These products will be launched on Thursday, February 27, 2020 at toy stores, toy sections of department stores/mass retailers throughout Japan, limited movie theaters, Doraemon Future Department Store, online stores, TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp/), etc.



The “Doraemon” comic series is celebrating its 50th anniversary in 2020. Marking this anniversary, this latest

movie “Nobita’s New Dinosaur is the 40th film in the series. Combining the popular “dinosaur” characters from the “ANIA” series and “Doraemon,” one of Japan’s most favorite characters, these products have been designed to be enjoyed by a wide range of ages.

With “ANIA,” in addition to the long-standing series, since 2016 TOMY Company has been developing a range of products incorporating characters and movie content and these products are the third series in that range.

TOMY Company will enhance the lineups by planning diverse products, with the aim of developing “ANIA” as the long-standing series that is loved by children and all other people who like animals around the world.

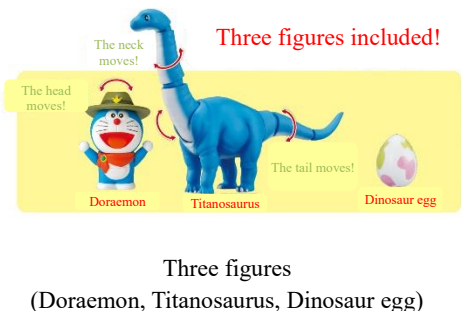
ANIA “Doraemon the Movie: Nobita’s New Dinosaur” series products lineup (Total 6 types)

The character figures appearing in the movie (approx. 4cm-5.5cm) and the dinosaurs (approx. 4cm-15cm) are hand-held sized and have been produced with great attention to detail including in their design and color. The series includes not only the characters Doraemon and Nobita, but also familiar characters Shizuka, Suneo and Gian. With all these familiar friends lined up, play opportunities abound. The head, neck and feet are all moveable, and great thought has gone into the design to enable moving poses.



ANIA “Doraemon the Movie: Nobita’s New Dinosaur” New dinosaur island play map

The set includes three figures appearing in the movie along with maps, a time machine, and slide. The three maps depict “Nobita’s Room,” “Jurassic/Cretaceous,” and “New Dinosaur Island,” and you can play with them by combining them or let your imagine run free and put “Nobita’s Room” wherever you like. The ANIA set includes “Titanosaurus,” “Doraemon,” and “Dinosaur egg.” Into the time machine, aside from Doraemon, you can put one of his friends such as Nobita (sold separately).



Maps (Nobita’s Room, Jurassic/Cretaceous, New Dinosaur Island)

What is “ANIA”?

The “ANIA” series was launched in 2013 and features a range of hand-held size animal action figures with one gimmick. The products are designed as a “3D animal picture book” to stimulate intellectual interest in children who want to know more about the characteristics and types of different animals and as items that parents and children can play with together. These toys are created not just for displaying but based on the concept of animal action figures to be moved and played with. Their hand-held size, movable gimmick action feature and detailed molding have made them popular, and to date more than ten million units have been sold in Japan and overseas (series total; as of October 2019).

The “ANIA” series toys have also received “Guide Dog Mark” certification as “accessible design toys” that children with visual disabilities can enjoy. The series won the Grand Prize in the Accessible Design Toys category at the 2013 Japan Toy Awards.

(1) Hand-held size: Designed to fit perfectly in the palm of a child, the “ANIA” series toys are easy to handle and play with.

(2) Movable gimmick action feature: All “ANIA” series toys feature a movable part that is characteristic of each animal

(e.g. a lion that opens its mouth, an elephant that sways its trunk, a giraffe that moves its neck, and a lesser panda that moves its tail).

Children can intuitively understand the characteristic part of each animal and play with them by recreating typical poses such as a giraffe reaching up to eat leaves from a tree or a crocodile opening its jaws to catch prey.

(3) Detailed molding: All animals in the “ANIA” series are designed without sharp protrusions to ensure safety of play and are shaped to be appealing to children, in addition to which close attention to detail is paid to coloring and molding to recreate the look of the animal’s skin, feel of its fur, shape of its limbs, appearance of its paw pads, etc.



◆Product Outline◆

Launch Date in Japan:	Thursday, February 27, 2020
Sales Channels:	Toy stores, toy sections of department stores/mass retailers throughout Japan, limited movie theaters, Doraemon Future Department Store, online stores and TOMY Company’s official online store “Takara Tomy Mall” takaratomy.com , etc.
Copyright:	© TOMY ©Fujiko-Pro, Shogakukan, TV-Asahi, Shin-ei and ADK 2020
Recommended Age:	3 years and up
Official website:	www.takaratomy.co.jp/products/ania/
Official Twitter	@Toy_ania (twitter.com/toy_ania)

◆Figures◆ Total 6types

SRP:	JPY 1,300 (tax not included)
Package size:	W 138 mm × H 70 mm × D 70 mm
Product Name (1)	ANIA “Doraemon the Movie: Nobita’s New Dinosaur” Doraemon & Kyu & Myu (childhood)
Package Contents:	Doraemon × 1, Kyu (childhood) × 1, Myu (childhood) × 1
Product Name (2)	ANIA “Doraemon the Movie: Nobita’s New Dinosaur” Nobita & Kyu
Package Contents:	Nobita × 1, Kyu × 1
Product Name (3)	ANIA “Doraemon the Movie: Nobita’s New Dinosaur” Shizuka & Myu
Package Contents:	Shizuka × 1, Myu × 1
Product Name (4)	ANIA “Doraemon the Movie: Nobita’s New Dinosaur” Gian & Gol (Tarbosaurus)
Package Contents:	Gian × 1, Gol × 1
Product Name (5)	ANIA “Doraemon the Movie: Nobita’s New Dinosaur” Suneo & Top (Sinokeratops)
Package Contents:	Suneo × 1, Top × 1
Product Name (6)	ANIA “Doraemon the Movie: Nobita’s New Dinosaur” Doraemon & Pteranodon
Package Contents:	Doraemon × 1, Pteranodon × 1

◆Play set◆

Product Name: ANIA “Doraemon the Movie: Nobita’s New Dinosaur” New dinosaur island play map
Package Contents: Nobita’s Room Map (small) × 1, Jurassic/Cretaceous Map (Large) × 1, New Dinosaur Island Map (Medium) × 1, Time machine × 1, Time machine sticker × 1, Slide x 1, Slide base × 1, Doraemon × 1, Titanosaurus × 1, Dinosaur egg × 1
Package size: W 350 mm × H 310 mm × D 100 mm
SRP: JPY 4,500 (tax not included)

◆About “Doraemon the Movie: Nobita’s New Dinosaur”◆



[Release date] Friday, August 7, 2020

[OFFICIAL WEBSITE] https://doraieiga.com/2020/index_pc.html

[Story] The fossil found by Nobita. That’s got to be a dinosaur egg thought Nobita, and he took out his “time furoshiki” secret tool and out hatched twin dinosaurs! Two never before discovered species! Nobita, who is raising the dinosaurs he named Kyu and Myu, eventually decides to return to their era, and together with Doraemon and the others sets out to travel back 66 million years into the past.
What fate awaits Kyu, Myu and Nobita in the Cretaceous era?

©Fujiko-Pro, Shogakukan, TV-Asahi, Shin-ei, and ADK 2020

For press inquiries, please contact:

Public Relations Division, TOMY Company, Ltd. Tel: 03-5654-1280 Fax: 03-5654-1380

For product inquiries from consumers, please contact:

TOMY Customer Service (Japanese only) Tel: 0570-041031 (Navi-Dial)