

# NEWS RELEASE

January 26, 2024

March 26, 2024 [First revision: Revision of the launch date for some toys on page 5]

May 28, 2024 [Second revision: Cancellation of the launch of some toys on page 5, and Announcement of sales of additional new products]

For Immediate Release

Himitsu no AIPRI Production Committee  
T-ARTS Company, Ltd.

## Start of New “Pretty Series”!

We aim for a sparkling Buzzrium Change! in our unrivaled live performances!

## “Himitsu no AIPRI”

Broadcast of TV anime to start in April 2024! & start of operation of arcade games!

Himitsu no AIPRI Production Committee and T-ARTS Company, Ltd. will launch “Himitsu no AIPRI,” new content in the Pretty Series, in April 2024.

The broadcast of the TV anime will start on six TV Tokyo network stations, together with the start of operation of the arcade games and the release of toys (sales agent: TOMY Company, Ltd.).



Key visual of “Himitsu no AIPRI”

“Pretty Series” is an anime series that uses the kids’ arcade games jointly developed by T-ARTS Company, Ltd. and syn Sophia, Inc. as the original stories.

The series started with the rollout of the “Pretty Rhythm:Mini-skirt” arcade game in 2010, and the TV anime series was broadcast over three years, beginning in April 2011 with “Pretty Rhythm:Aurora Dream,” followed by “Pretty Rhythm:Dear My Future” and “Pretty Rhythm:Rainbow Live.” Then, the worldview was changed, and “PriPara” and “Idol Time PriPara” were developed over a total of four years. Also, “Kiratto Pri☆Chan” was broadcast for three years. Moreover, “Waccha PriMagi!” was broadcast for one year beginning in October 2021, and even after the anime ended, development has continued through the “Waccha PriMagi! Studio” arcade game.

While the “Pretty Series” has transformed into a variety of works to date, it has continued under the consistent concept of “supporting everyone’s dreams.” In addition to the games and anime, development has also extended to movies, live performances, stage productions, spin-off works, etc., attracting a wide range of fans.

**Now, we will launch “Himitsu no AIPRI,” new content in the Pretty Series, in April 2024. The broadcast of the TV anime will start on six TV Tokyo network stations, together with the start of operation of the arcade games and the release of toys.**

**“Himitsu no AIPRI” adds the essence of “secret” to the concept of “singing, dancing and fashion” that has been an important part of the “Pretty Series” thus far, and is content that enables children to fulfill their dreams of “becoming” and “transforming.”** Within the story of the TV anime, the main characters dive into a “secret world” to become “AIPRI” (idol princesses) and various stories unfold.

The aims are to project this worldview into the real world through arcade games featuring new-sensation, live-performance games and a series of toys that enables children to experience the “transformation,” and to give shape to their dreams.

The broadcast of the TV anime “Himitsu no AIPRI” will start in April 2024 on six TV Tokyo network stations.

### ★ **Story of the “Himitsu no AIPRI” anime**

Once opening the secret door, I can wear makeup, nail polish and a fashionable sparkling outfit to make the remarkable transformation into the secret me!

That is the idol princess “AIPRI”!

If you dive into the secret world, you too could become an AIPRI!?

The main characters Himari Aozora and Mitsuki Hoshikawa have enrolled in the private Paradise Academy.

The dream of Himari, who aspires to be an AIPRI, is to make 10,000 friends!

But for Himari, who is shy and can get nervous easily, this might be a bit difficult ...

Despite her apprehension, Himari unexpectedly makes her AIPRI debut!?

She has a “secret” she cannot even tell her best friend, Mitsuki!

But it seems that Mitsuki also has some “secret” ...

Himari and Mitsuki, who both have a secret, start their journey as AIPRI!!



### ★ **Characters**

#### **Himari Aozora**

**(Character Voice: Minori Fujidera)**

She is an energetic, positive seventh grader (first year of junior high school) at the private Paradise Academy!

Although she can get nervous easily and is a crybaby, her dream is to make 10,000 friends! She must be the last player left in dodgeball without getting hit!



#### **Mitsuki Hoshikawa**

**(Character Voice: Sae Hiratsuka)**

She is a cool and serious-minded seventh grader (first year of junior high school) at the private Paradise Academy!

She and Himari have been best friends since childhood and they even share the same dormitory room! She is good at playing the piano and making sweets. Unbeknownst to many, she scares easily and is especially afraid of ghosts.

### ★ **TV program overview of the “Himitsu no AIPRI” anime**

- Title: **“Himitsu no AIPRI”**
- Broadcast: Broadcast starts in April 2024 on six TV Tokyo network stations
- Original Story: T-ARTS/syn Sophia
- Directors: Junichi Fujisaku and Kentaro Yamaguchi
- Chief Directors: Park Chi Man, Nam Sung Min, Choi Hun Cheol and Shin Gi Chuel
- Series Composition: Gigaemon Ichikawa
- Character Concept: Yumi Nashimoto (syn Sophia)
- Character Design: Yuki Nagano
- CG Director: Satoshi Yanagawa
- Music: Izumi Mori (bransic)
- Sound Director: Noriyoshi Konuma
- Animation Production: OLM and Dongwoo A & E
- Cast: Himari Aozora: Minori Fujidera/Mitsuki Hoshikawa: Sae Hiratsuka and others
- Copyright: © T-ARTS/syn Sophia/TV Tokyo/AP Production Committee
- TV Program Website: <https://aipri.jp/anime/>



- SNS: Anime official accounts on X, YouTube, Instagram and TikTok @PrettySeriesPR

[Production Committee Participating Companies] (Listed in order of Japanese syllabary)

Avex Pictures Inc./OLM, Inc./Kyoraku Sangyo Holdings Co., Ltd./Shogakukan Inc./

TOMY Company, Ltd./T-ARTS Company, Ltd./TV Tokyo Corporation/Dongwoo A & E CO., LTD/Nihon Ad Systems inc.



**★ A new-sensation, live-performance game that can be enjoyed intuitively by moving the cards according to the rhythm! “Himitsu no AIPRI”**

Together with the broadcast of the TV anime, the operation of the new arcade game “Himitsu no AIPRI” that serves as the original story will start in April 2024. The “Himitsu no AIPRI” game machines use a “flat panel” on which players move the “AIPRI Cards” dispensed from the machines to match the positions shown on the screen, creating a new-sensation, live-performance game in which players can enjoy an intuitive rhythm game. On the large horizontal monitor, players can enjoy playing the live-performance game with the same dancing and staging as shown in the live performances broadcast in the anime as they become their favorite anime character and aim to succeed in producing the “Buzzrium Change,” the ultimate experience in which the character’s outfit lights up. The toy series described below can also be used.

The “AIPRI Cards” that can be obtained from the “Himitsu no AIPRI” game machines are cards with illustrations of the characters and all of the cards are a sparkling type. Furthermore, the rarest cards are even more special, featuring holograms and foil touches.

In addition, the YouTube channel for “Himitsu no AIPRI” that provides information on the games and anime will be renewed, and will convey the appeal of the content for children through regular posts and updates.



▲ When the “AIPRI Cards” are placed on the flat panel, the character, outfit and song are set and the game starts.



▲ The live-performance game is played intuitively by moving the cards according to the video shown on the screen and the rhythm.



▲ When the excitement of the live performance reaches its peak, the outfit lights up and the “Buzzrium Change” occurs.



**▲ AIPRI Cards**

All character cards are a sparkling type, which is a rarity for these types of cards. Highly rare cards with foil touches are even more gorgeous!

**[Overview]**

- Title: “Himitsu no AIPRI”
- Platform: Arcade game machine
- Genre: New-sensation, live-performance experience game
- Play Fee: From JPY 100 per play (tax included) (players will receive one card)
- Start of Operation: Scheduled to start on April 4, 2024 with an expanding rollout
- Copyright: © T-ARTS/syn Sophia/TV Tokyo/AP Production Committee
- Game Official Website: <http://aipri.jp/>
- SNS: Game official account on X (Himitsu no AIPRI and AIPRI Verse) @T\_ARTS\_PRETTY



## ★ Another arcade game filled with the fun of “Pretty Series” “AIPRI Verse”

As part of the new content of “Himitsu no AIPRI,” another type of arcade game will also be offered. That is “AIPRI Verse,” which is based on the concept of the world in which the AIPRI characters from the anime live, and expands on the “My Character Play” that is one of the features of the “Pretty Series” games. “My Character Play” is a system that has attracted a wide range of fans throughout the series by enabling players to create “My Characters,” their own avatar characters, within the game and enjoy selecting the outfits and playing rhythm games.

For “AIPRI Verse,” new CG models for the “My Characters” have been renewed and the customization elements have been completely changed. In addition, under the new “Dream” system, development elements have been added, enabling players to select the dream for their “My Character” and develop the character.

In the “AIPRI Meeting Place” within the game, players can meet characters from the anime or the “My Characters” of other users. They can also play “Pasharing Station,” which allows their own “My Characters” to have small live performances and take photos together with other characters, and can even obtain outfits. As previous characters in the Pretty Series sometimes come to play in this “AIPRI Meeting Place,” it has become a new game in which players can enjoy meeting and interacting with them. The toy series described below can also be used.

Furthermore, the designs of the Pri Photo Cards that are dispensed have been completely changed to look like photo frames with the “My Characters” as the main characters. Players can print photos of their own “My Characters” or of the characters they played with as a keepsake.

In addition, a transfer campaign with the “Waccha PriMagi! Studio” arcade game currently in operation is also planned.

Details will be released at a later date.



▲ “Dream” that you choose for developing your My Character



▲ Mini-games with characters at the meeting place



### Pri Photo Cards

These cards have a photo-frame-style design that can be used vertically or horizontally. The cards are also used for outfits.

### [Overview]

- Title: “AIPRI Verse”
- Platform: Arcade game machine
- Genre: Character development card game
- Play Fee: JPY 100 to start game (tax included), and players will receive one card for each additional JPY 100 (tax included)
- Start of Operation: Scheduled to start on April 4, 2024 with an expanding rollout
- Game Official Website: <http://aipri.jp/>
- SNS: Game official account on X (Himitsu no AIPRI and AIPRI Verse) @T\_ARTS\_PRETTY



“Himitsu no AIPRI,” which enables players to collect character cards and enjoy the experience of a live performance linked to the TV anime, and “AIPRI Verse,” which enables players to create their “My Characters” and enjoy fashion and interactions in the same world as the TV anime. **By developing two arcade games that meet different needs while sharing the same worldview, we will expand the world of “AIPRI.”**

Please look forward to future developments for “Himitsu no AIPRI”!

## ★ Authentic cosmetic toys, AIPRI debut with real makeup!

### Release of “Himitsu no AIPRI Bracelet (two types) Himari Model/Mitsuki Model” and other related toys! (Sales agent: TOMY Company, Ltd.)

The authentic cosmetic toys that will be released as toys related to “Himitsu no AIPRI” are based on the motif of the items used by the main characters “Himari” and “Mitsuki” in the anime, allowing the users to become the main characters. The Japanese-made cosmetics will be available in three types, lip balm, nail cologne and lipstick, that can easily be washed off with warm water.

At the same time, unique 2D code on these cosmetic toys can be scanned by the arcade games, allowing them to function as save items or items for advancing the games for the players’ benefit. These products allow users to enjoy the worldview of “AIPRI” by wearing the same items worn by the main characters in the anime and games.



- **Launch Date in Japan:** Saturday, March 30, 2024 (Note: Due to various circumstances, the launch of the “Himitsu no AIPRI Nail Polish Himari Model” and “Himitsu no AIPRI Nail Polish Mitsuki Model” was canceled. The “Himitsu no AIPRI Nail Cologne” is scheduled to be launched in the summer of 2024 as a new product. Details will be posted on the website as needed.)
- **Recommended Age:** 6 years and up
- **Sales Channels:** Toy stores, toy sections of department stores/mass retailers in Japan, online stores, TOMY Company’s official online store “Takara Tomy Mall” ([takaratomy.com](http://takaratomy.com)) and others
- **Copyright:** © T-ARTS/syn Sophia/TV Tokyo/AP Production Committee © TOMY
- **Toy Website:** [www.takaratomy.co.jp/products/himitsunoaipri/](http://www.takaratomy.co.jp/products/himitsunoaipri/)



- **Product Name:** “Himitsu no AIPRI Bracelet (two types) Himari Model/Mitsuki Model”
- **SRP:** JPY 2,970 each (tax included)

The “AIPRI Bracelets” match the ones worn by the main characters “Himari” and “Mitsuki.” Each bracelet has a compact containing a lip balm that is a Japanese-made cosmetic with a moisturizing ingredient and can easily be washed off with warm water or soap and water. These products can be used as save items for the two types of game machines, as well as make it easier for the Buzzrium Change to occur in the “Himitsu no AIPRI” game. An AIPRI Card featuring a special design that can be used to play the two arcade games, “Himitsu no AIPRI” and “AIPRI Verse,” is also included.

- **Product Name:** “Himitsu no AIPRI Nail Cologne (two types) Himari Model/Mitsuki Model”
- **SRP:** JPY 2,640 each (tax included) \*To be launched in summer 2024

This nail cologne, which is available in the “Himari Model” and “Mitsuki Model” representing the main characters, is a Japanese-made cosmetic that can be used for nail care. A part of the cap has a ribbon motif and can be detached to enjoy as a ring, and the 2D code of the charm can be passed over the arcade game “AIPRI Verse” to receive “My Character Items.” The included AIPRI Card features an original design and can be used to play “Himitsu no AIPRI” and “AIPRI Verse.”



- **Product Name:** “Himitsu no AIPRI Lipstick (two types) Himari Model/Mitsuki Model”
- **SRP:** JPY 1,980 each (tax included)

The main characters “Himari” and “Mitsuki” use this lipstick as an item for their transformation. The Himari Model features a coral pink color with a sweet flower scent, and the Mitsuki Model has a baby pink color with a more mature earl grey scent. Each slightly colored lipstick is a Japanese-made cosmetic with a moisturizing ingredient and can easily be washed off with warm water or soap and water. The 2D code of the charm can be used with “AIPRI Verse” to receive “My Character Items.”



- **Product Name:** “Himitsu no AIPRI DX Debut Set (two types) Himari Model/Mitsuki Model”
- **SRP:** JPY 4,950 each (tax included)

This set includes a file bag that is perfect for AIPRI debuts, as well as four Millefeu Cards and three AIPRI Cards with original designs.

\* The images are of the contents under development. Some of the actual products and videos may differ from these images.

<p>◆ For press inquiries regarding the TV anime, please contact:</p> <p>“Himitsu no AIPRI” Anime PR Contact Point, Sales Division,          Bushiroad Move          Tel: 03-4500-6801 Fax: 03-3368-6755          Email: <a href="mailto:bmo_promotion@bushiroad.com">bmo_promotion@bushiroad.com</a></p>	<p>◆ For press inquiries regarding the games, please contact:</p> <p>Public Relations and Publicity Division,          T-ARTS Company, Ltd.          Tel: 03-5680-4837 Fax: 03-5680-4918</p>
<p>◆ For press inquiries regarding the toys, please contact:</p> <p>Public Relations Division, TOMY Company, Ltd.          Tel: 03-5654-1280 Fax: 03-5654-1380</p>	<p>◆ For inquiries from consumers, please contact:</p> <p>Amusement Office, T-ARTS Company, Ltd.          Tel: 0570-783-170 (Navi-Dial)  <a href="http://www.takaratomy-arts.co.jp">www.takaratomy-arts.co.jp</a></p>