

For Immediate Release



July 4, 2024

Recreate the super plays you've always wanted to see!
Acrobatic Sports Toy **“Sports Human” Series**

Three types of
“Sports Human Soccer / Basketball / Horizontal Bar”

To be launched on Saturday, July 13, 2024

TV commercial featuring basketball player **Evelyn Mawuli** and comedian **Junichi Davidson**

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Akio Tomiyama, headquarters: Katsushika-ku, Tokyo) will release three new products in its “Sports Human” series of acrobatic sports toys: **“Sports Human Soccer,”** **“Sports Human Basketball”** (SRP: JPY 3,960 each / tax included), and **“Sports Human Horizontal Bar”** (SRP: JPY 4,400 / tax included), which will go on sale on Saturday, July 13, 2024 at toy stores, toy sections of department stores/mass retailers in Japan, online stores, TOMY Company’s official online store “Takara Tomy Mall” (takaratomyall.jp), etc.



↑ See the video
on how to play from here



Product left: “Sports Human Soccer”
Bottom left: “Sports Human Basketball”
Bottom right: “Sports Human Horizontal Bar”

The **“Sports Human” series** are acrobatic sports action toys that can be played with human-like figures, allowing users to recreate spectacular super plays in soccer, basketball, and horizontal bars. The appeal of this series is 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.

Just like in real sports, not only the player but everyone around can join in and cheer on the player, sharing in the excitement and fun, making it a product that can be enjoyed with excitement when you get together with your family and friends this summer, or even by yourself.

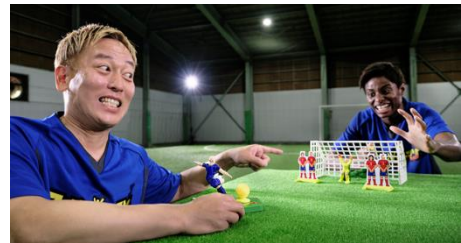
“Sports Human Horizontal Bar” is a revival of the “DAISHARIN TETSUBO-KUN” product that was released in 2014 and will be re-launched in this new series for the Reiwa era.

Also, prior to the product launch, “Sports Human Introduction” TV commercials featuring basketball player **Evelyn Mawuli** and comedian **Junichi Davidson** will begin airing one after the other from Tuesday, July 9. The TV commercials will showcase Evelyn Mawuli’s concentration that is unique to professional athletes, and her well-coordinated play with Junichi Davidson.

●●● How to play ●●●

● “Sports Human Soccer”

After adjusting the direction of the kicker, adjust the “height lever” to determine the trajectory, then pull the right foot back to set it. Place the included ball in front of the kicker and pull the kicker’s trigger to kick the ball towards the goal. Depending on the height and angle of the ball, you can even make a shot that curves and falls like a banana kick. Not only the kicker, but also the keeper, who can move left and right and jump to stop the ball, can be controlled, making this a fun game to play against other players.



● “Sports Human Basketball”

Set the figure holding the included ball on the jump pad and place the goal at the back of the jump pad. When you tap the arm of the jump pad, the figure will jump towards the goal, and if you’re lucky, the ball will land in the goal net and the figure will hang from the goal hoop, allowing you to make a dunk shot. For a more advanced technique, set the ball on the included ball stand and place it between the jump pad and the goal, and the figure will catch the ball mid-air and make a super dunk like an alley-oop. If you can tap the arm with just the right amount of force and make the shot, you’re successful.



● “Sports Human Horizontal Bar”

Set the figure on the horizontal bar. Pressing the yellow button activates the motor inside the figure, and the figure will begin to swing like a pendulum. Pressing the button at the right time and repeating the swing will make the movement bigger. By using that momentum and timing, you can rotate the figure and make it do a giant swing. Furthermore, if the orange button is pressed at the right moment during the giant swing, the figure will fly off the bar and land on the mat. The key to success is how beautifully the figure lands. One of the attractions of this game is that you’ll want to try it over and over again until you get the hang of it.



●●● Reference ●●●

About “DAISHARIN TETSUBO-KUN”

The sports action toy “DAISHARIN TETSUBO-KUN” released in September 2014, has been very well received because it rotates beautifully and lands gracefully, just like in actual horizontal bar competitions, making the user want to try it over and over again. This product won the Excellence Award in Communication Toys category at the 2014 Japan Toy Awards.



●●● Product Outline ●●●

Product Name: “Sports Human Soccer,” “Sports Human Basketball” and “Sports Human Horizontal Bar”

SRP: JPY 3,960 each (tax included) (“Sports Human Soccer” and “Sports Human Basketball”)

JPY 4,400 (tax included) (“Sports Human Horizontal Bar”)

Launch Date in Japan: Saturday, July 13, 2024

Recommended Age: 6 years and up

Number of Players: 1 or more

Package Size: Soccer: W 250 × H 330 × D 158 mm

Basketball: W 260 × H 290 × D 75 mm

Horizontal Bar: W 220 × H 290 × D 180 mm

Package Contents: Soccer: Kicker ×1, Goalkeeper ×1, Goalkeeper handle ×1, Goalkeeper base ×1, Goal (center) ×1, Goal (left) ×1, Goal (right) ×1, Defender stand ×2, Ball ×2, Defender ×2, Label ×1

Basketball: Ball ×1, Figure ×1, Jump pad base ×1, Jump pad arm ×1, Goal base ×1, Goal arm ×1, Goal backboard ×1, Goal net ×1, Goal hoop ×1, Ball stand base ×1, Ball stand arm ×1, Ball stand ×1, Field sheet ×1, User label sheet ×1

Horizontal Bar: Horizontal bar main unit ×1, Figure ×1, Stand ×2, Landing mat ×1

Sales Channels: Toy stores, toy sections of department stores/mass retailers throughout Japan, online stores, and TOMY Company’s official online store “Takara Tomy Mall” (takaratomy.com)

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Product website: www.takaratomy.co.jp/products/sports_h/



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