



INFORMATION RELEASE

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TOMY ROBOTS -- A RATIONAL APPROACH TO
A NEW CONSUMER PRODUCT CATEGORY

CHICAGO, June 2, 1985 -- Introduced in 1984, Tomy Corporation's line of robots for the consumer market represented a carefully strategized entry into a completely new product category.

According to Lou Gostinger, senior product manager, "The prevalence of robotics in modern industry and space technology has become an accepted and widely recognized reality -- just as the use of computers in these areas were accepted as commonplace 20 years ago. As with computers, the evolution of robotic products is gradually being directed toward the consumer market. The consumer's historic fascination with robots is likely to lead to a far more rapid acceptance of these products than the home computer. Our initial challenge was to develop affordable robots that could perform valuable tasks and not overwhelm the consumer."

Tomy's first steps in introducing the consumer to the home robot has been the development of a line of home entertainment

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robots. Ranging in complexity from simple 5-inch toys designed solely to entertain to a highly sophisticated 26-inch programmable multi-function robot, Tomy's robot line has been developed to gradually introduce the consumer market to the potentials offered by home robots.

"Tomy dedicated four years of extensive research and development to our robot line," said Gostinger. "We had to insure that the product line and projected market potential and attitude were in alignment before we actually introduced anything to the consumer."

Based upon the success of this initial line which included Omnibot, Verbot, and Dingbot, Tomy is expanding gradually into the consumer robot category. In 1985, the company will introduce the Omnibot 2000, a highly sophisticated robot that can be programmed to perform a variety of entertaining and utilitarian functions. More importantly, Omnibot 2000 has been designed to accommodate the addition of peripherals and accessories that will be introduced according to increasing levels of consumer acceptance of the usefulness of home robots. In the near future, Omnibot 2000 will be capable of acting as a home security system, message center and other valuable operations. Additionally, special software introduced at the June 1985 Consumer Electronics Show will permit the Omnibot 2000 to interface with the home computer.

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"We're convinced that the presence of a robot in every home is no longer science fiction, but an inevitable fact that will be occurring in the not too distant future," said Gostinger. "Tomy's current objective is to establish a strong consumer recognition of the company and its quality products today to insure that we are the company they will turn to in the future as the robot product category matures."

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