



FOR IMMEDIATE RELEASE

Free Your Creativity And Power Up Your Play With *tori*™

Lyon, FRANCE – 24 JULY 2019 – BANDAI NAMCO Entertainment today reveals *tori*™, a creative and imaginative ecosystem, which allows families with children from 6 to 12 and beyond to enjoy interactive play while encouraging individual creativity, collaboration and critical thinking.

Leveraging the breakthrough Mirror Play™, the perfect combination of the augmented interaction solution powered by ISKN with latest cutting edges technologies, *tori*™ makes children's toys and creations come magically alive and have their every move instantly reflected in the supported apps. By using their *tori*™ Wand, *tori*™ Catapult and *tori*™ Spacecraft over the *tori*™ board, children can break down the barriers between their imagination and reality to open a world full of fun and creativity.

"We've always imagined our augmented interaction technology as a user-friendly means to spark creativity and emotion. Collaborating with BANDAI NAMCO Entertainment was the opportunity to bring fun, magic and imagination to everyone" noted Timothée Jobert, ISKN co-founder & CXO

Thanks to the *tori*™ Explorer pack, children can express their personality by crafting and customizing both digital elements and their toys for real through its creative kit and find them back in their own world. This creative journey allows a balanced experience

between on and off-screen activities, as imagined with experts in children's learning and development.

"We believe in creative, playful and active methods that develop activities where problem solving, creativity and concentration are at heart. In such regard, **tori™** allows kids to have fun and express their personality through creative and interactive experiences with a perfect balance between on and off-screen time." commented Herve Hoerdt, SVP of Marketing, Digital & Content at BANDAI NAMCO Entertainment Europe.

The **tori™** Explorer Pack will be released on October 2nd 2019 and is compatible with iOS and Android smartphones and tablets. Starting with five apps available on the App Store and Google Play™ Store at release, the tori ecosystem will be enriched with new apps & toys over time.

For information on availability, please visit www.tori.com or ask your local retailer.

For more information regarding **tori™** please visit: <https://www.tori.com>, or follow us on Facebook at <https://www.facebook.com/toricrafty> and Instagram <https://www.instagram.com/toricrafty>.

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About BANDAI NAMCO Entertainment Europe S.A.S.

BANDAI NAMCO Entertainment Europe S.A.S. part of BANDAI NAMCO Holdings Inc. is a leading global publisher and developer of interactive content for platforms including all major video game consoles, PC and mobile. The company is known for creating and publishing many of the industry's top video game franchises, including PAC-MAN™, TEKKEN™, SOULCALIBUR™ and DARK SOULS™ as well as new franchises such as LITTLE NIGHTMARES™ and THE DARK PICTURES ANTHOLOGY.

About BANDAI NAMCO Entertainment America Inc.

BANDAI NAMCO Entertainment America Inc., part of BANDAI NAMCO Holdings Inc., is a leading global publisher and developer of interactive entertainment for all major video game consoles, iOS, Android, and online platforms. The company is known for creating and publishing many of the industry's top video game franchises including PAC-MAN®, GALAGA®, TEKKEN®, SOULCALIBUR®, and ACE COMBAT®. BANDAI NAMCO Entertainment America Inc. is the premier publisher in the Western hemisphere for anime based video games including NARUTO SHIPPUDEN™, DRAGON BALL Z®, and ONE PIECE®. More information about the company and its products can be found at <http://www.bandainamcoent.com> or www.facebook.com/BandaiNamcoUS.

About ISKN S.A.S

ISKN is the leading pioneer in AUGMENTED INTERACTION thanks to its technology representing 24 international patents based on 60 years of deep tech R&D expertise in magnetometry at the world-renowned CEA LETI. The company's primary mission consists in enriching the experience and facilitate interaction with the digital world by

bringing back emotion through the use of day-to-day physical objects. This has already come to life by turning any pencil into a digital one with the widely adopted SLATE, and the yet to come disruptive REPAPER graphic tablet. More information on <https://www.iskn.co/about-us>

For more information please visit www.bandainamcoent.eu

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