

KOKORO NEWS

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Experiment! Experience! Science!

Enjoy science more! Kokoro supports the pleasure of trying for everyone.

Kokoro expresses difficult themes pleasingly and more simply, suggesting processes in which you have to try and think. Kokoro proposes experience-based science exhibitions full of originality utilizing its know-how cultivated through past hands-on exhibitions.

Message to future archaeologists

"Pyramid Science!" exhibition

The "Pyramid Science!" exhibition was held as a new planning exhibition in 2007. In this exhibition, Dr. Sakuji Yoshimura, president of Cyber University and visiting professor of Waseda University, cut deeply into mysterious pyramids scientifically. It's a gift from the cutting-edge archaeologist to children.



Enjoy becoming an archaeologist!

"Dinosaur Skeleton Puzzle"

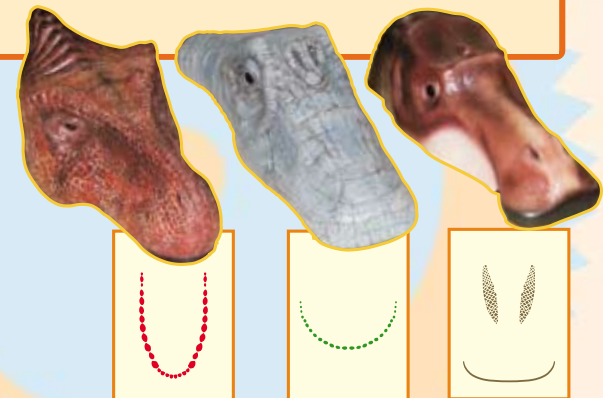
Enjoy becoming an archaeologist! "Dinosaur Skeleton Puzzle" You can assemble simply-arranged dinosaur skeleton parts using this hands-on exhibit. Actual experience of assembly of dinosaur parts helps you understand a positional relation among them sensuously.



Stamp-type educational material popular with children

"Dinosaur Teeth Mark Stamps"

Children can learn with pleasure about the relationship between the feeding habit and the shape of the teeth using these stamps. The dinosaur head shaped stamps have a dominating presence and attract children's attention.



Physical contact with a rare animal

"Baby Adelie Penguin" Touchable accurate restoration

It plays a major roll in sensory education giving you something that cannot be understood without touching for real.



Experiments of mysterious science!

The "Pyramid Science" exhibition was held for the first time!

Science Museum (Chiyoda-ku, Tokyo)

February 10~25, 2007

The "Pyramid Science!" exhibition was held for the first time in the Science Museum, Tokyo, supervised by an Egyptian archaeologist Dr. Sakuji Yoshimura. There were a lot of science exhibits which guests were able to play with including a detailed model of a pyramid. Parents and children were participating in various experiments pleasantly. On the first day of the exhibition, many enthusiastic fans of ancient Egypt gathered to hear special commentaries from Dr. Sakuji Yoshimura. Dr. Yoshimura provided passionate commentaries surrounded by boys and girls with a twinkle in their eyes, candidates for future archaeologists. The total number of amusing experiment and experience items is 17. It is the most suitable exhibition package for a space of 300m2.



"Pyramid Science" exhibition

For any questions, please contact us!
 Tel: +81 3-3779-8506 (Sales and Marketing Dept., Kokoro)
 For more information about Dr. Sakuji Yoshimura,
 please access the "EGYPTPIA" website (in Japanese only): <http://www.egypt.co.jp>

Sensory model with a new sensation to enable physical contact with a rare animal

Accurate restoration of a baby Adelie penguin



Sensory model with a new sensation to enable physical contact with a rare animal. Accurate restoration of a baby Adelie penguin. This model was co-developed by Kokoro and the National Institute of Polar Research (NIPR) which has the most abundant research data on wild Adelie penguins living in the polar region. Under the strict supervision of NIPR, we re-created not only the external appearance but also look and feel of a good coat of fur and the weight of a wild Adelie penguin. It plays a major roll in sensory education giving you something that cannot be understood without touching for real.

“Sanrio Character Boat Ride”, one of the most popular attractions in Sanrio Puroland in which you can see various Sanrio characters, was renewal opened on February 3, 2007. The “Kitty Party” in the attraction became more gorgeous with a lot of new popular characters including Cinnamon and Usahana joining. Once again, Kokoro was in charge of production of the character robots. Kokoro aimed at realization of fans’ happy view of the world with these characters jumping out of the 2D world. It’s a really cute, pleasant and lively exhibit.



**Cinnamon & Friends,
Usahana and Kuromi
have newly joined!**

**“Sanrio Character Boat Ride”
Renewal Opened!
Sanrio Puroland (in Tokyo)**



**March 19, 2007
Also renewal opened
in Oita Prefecture!**

**Sanrio Character Park
Harmonyland(in Oita Prefecture)**



A working girl "Actroid-DER2" is doing its best!

The Actroid can play various roles. It will widen the diversity of its work more in the future.

Sanrio Summer Preview 2007

It acted as a cast on the stage of live entertainment!



Original show stages of Sanrio Puroland have been gaining popularity at previews of SANRIO CO., LTD. every year. The "Actroid-DER2" acted as a cast for the first time in the live show at the summer preview 2007. Dressed in a cute costume, it fascinated all the audience as a cast named "Natsumi-chan" by making dialog with a female presenter in perfect harmony with each other.



It worked as a campaign girl in a department store.



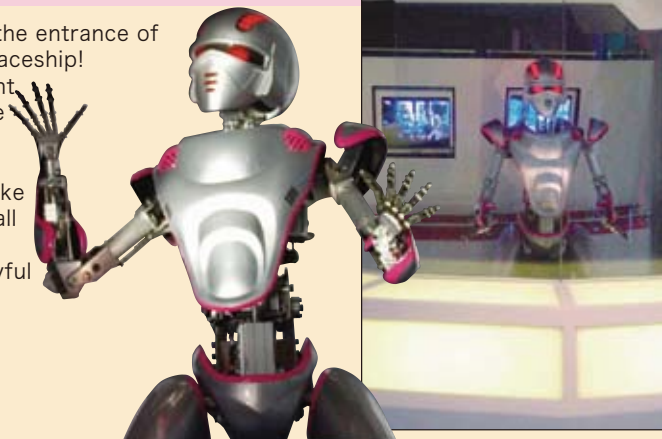
The Actroid-DER2 recommended perfume to customers on the cosmetics floor in a major department store in Tokyo. It worked as a fragrance ambassador named "Wakaba-chan" at the special booth of WAKABA CO., LTD. The floor was very crowded but it served customers smiling all the time without getting tired, attracting lots of attention.

Flight to the dream world... Leave it to me!

Captain robot of a spaceship

Hotel Tanoshiku Night (in Saitama Prefecture)

Guests are surprised to see the entrance of the hotel decorated like a spaceship! The hotel is full of amusement. The captain robot with future sensation welcomes them in the cockpit. The elaborate performance like that of a theme park is a small surprise service for guests. It will further enhance the joyful feeling of them!



The article on the Actroid-DER2 was published in a newspaper (the Asahi Shimbun) on December 21, 2006.