The largest manufacturer of
educational materials in Japan!

Company Profile

www.artec-kk.co.jp/en

A manufacturer of educational materials since 1960.

Osaka Head Office

Tokyo Branch Office

Yao Logistics Center

Artec continues to meet all expectations in industries dealing with children's well being.

Artec is there from kindergarten to university!

Kindergarten/ Preschool **40,000**

Elementary School **20,000**

Junior High School **10,000**

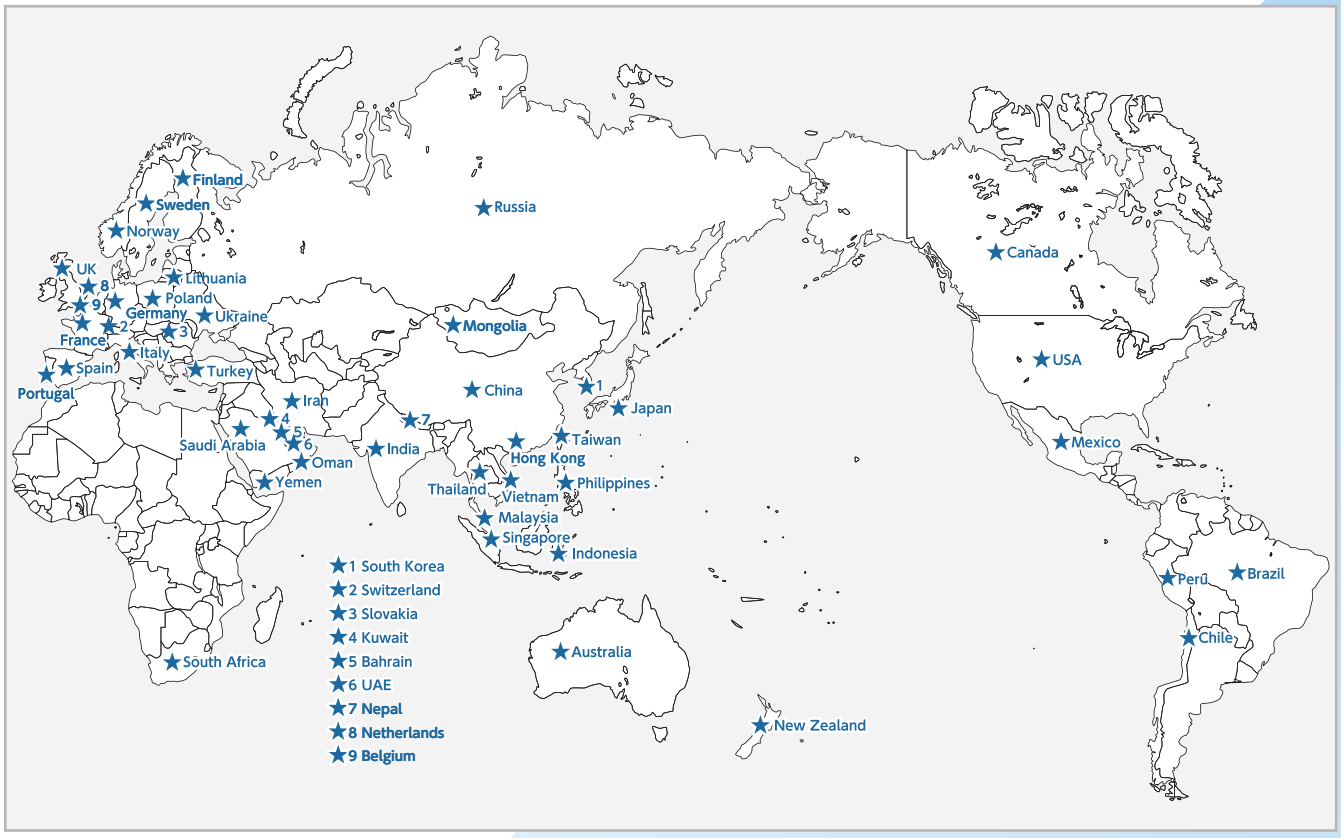
High School **5,000**

College/ Vocational School **4,000**

Our products are carried all over Japan by more than 3000 distributors.

Artec aims to respond to the needs of the world's educational markets.

As of 2019, Artec conducts business in more than 70 countries



Our lineup consists of over With many more developed

Kindergarten/ Preschool


Wooden Toys


Recital & Costume Materials


Playbooks


Puzzles

Elementary School


Sports Festival / Cheering Goods


Clay Material


Card Games


Children's Books


Science Teaching Materials

Junior High School/ High School


Sports Festival / Cultural Festival


Arts & Crafts


Medical Supplies


Scientific Instruments


Painting Materials

General Goods


Security & Disaster Prevention Items


Stationary


Novelties

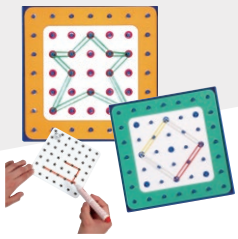

Christmas


Event Goods


Children's Day

1990 2000

9,000 original items annually.



Study Work Series

Origami Books

Educational Toys

Artec L Blocks

Hands On Lab

Science Paper Crafts

InnovatorAcademy

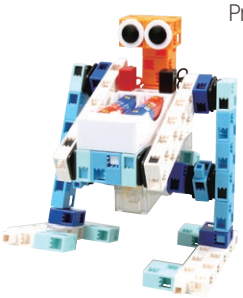
Early Years/
Robot Programming School

Digital Contents
+
Experimental
Materials

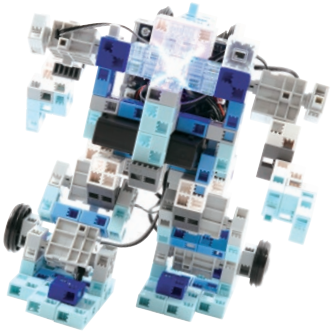
IT Teaching Materials

ArtecRobo

Programming robots made with Artec Blocks



Mechanical
Robots



ArtecRobo 2.0

Restaurant
Prizes

Playbooks

Character
Educational Toys

2010 2020

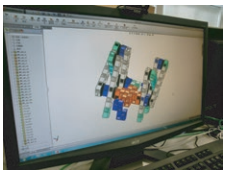
A proven system, from concept to completion!

Our Motto: A salesperson must be an inventor

Product Development Team

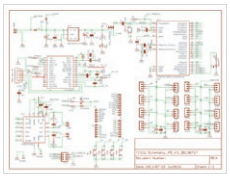
Our engineers with a wide range of specialized knowledge and techniques.
They design electronic circuits, mechanical structures, component housing, and software.

Component Housing and Mechanical Structures



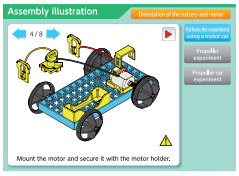
Artec Blocks robots

Electronic Circuits



Studuino circuit board for robot programming

Software



Web applications for science education

Icon programming software for robot programming

The Strengths of Our Product Development Team

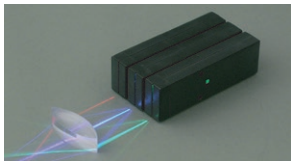
Rapid Commercialization of New Products

CNC machines use CAD data to create a prototype.

Cut Sample

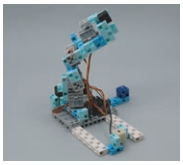
Finished Product

Wide Range of Expertise



LED Light Source Device

Chemistry Experiment Kit



Arm Robot

Cooperation with External Experts

Using Studuino in a research lesson at a junior high school affiliated with Hiroshima University

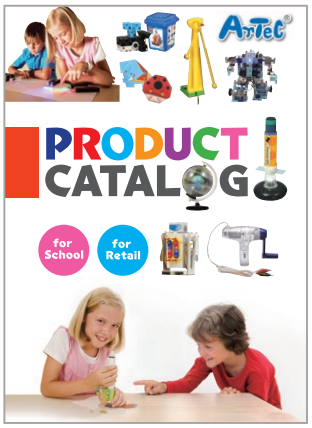
An electric car with a body made from Artec blocks! Designed by Hyogo Bender Engineering Co., Ltd.

The simplest line tracer in the world! Devised by Assistant Professor Dai Kobayashi, Institute of Industrial Science, University of Tokyo

Graphic Design

Our graphic design team is dedicated to creating new products and catalogs.

Catalogs



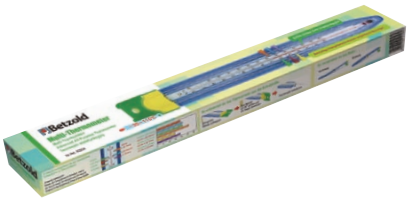
Our photographers take product photos in our art studio.

Promotional Material

Product Development

We also make ODM packaging to satisfy clients and market demands around the world.

PAT.P



In addition to products created by our development team, our graphic designers create products by taking advantage of their interests and expertise.

Translation Team

Our translation team members translate from Japanese into a host of other languages.
The text is checked at every stage by native speakers.

Artec speaks seven languages!

English

Chinese

Responding to the International Market

World Standard Excellence

Our expert staff members work with external testing labs to meet world safety standards.

Japan EU South Korea China USA Russia

Artec's Quality Control System Delivers to the World

Artec Head Office
Procurement Department

Designed in JAPAN

Quality is maintained through constant communication. This keeps us in close contact with our factories.

Chinese Production Sites

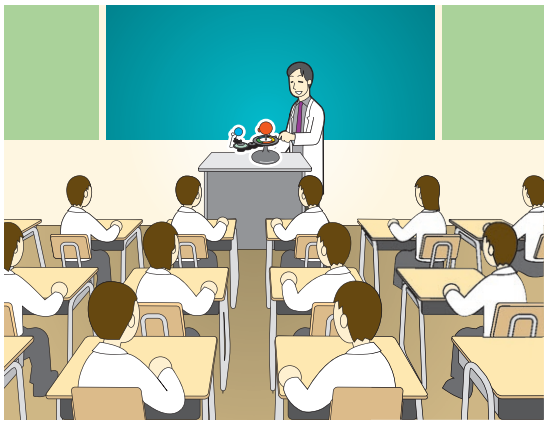
Regular quality inspection visits.

Experiential Learning Resources

Hands-on

Hands-on Learning Materials

Traditionally…



The class watches and listens as the teacher uses one device to demonstrate.

Each student uses their own inexpensive, hands-on material for an exciting and easy-to-understand class.

We make materials smaller and affordable so that every student in the classroom has a chance to have a hands-on experience.

Recognition: Public and Private

Japan Ministry of Economy, Trade, and Industry's 2018 Monodzukuri Nippon Grand Awards Winner

Artec received a Special Award in the Human Resources Development category of the 7th Monodzukuri Nippon Grand Awards for **"Promoting robotics/programming education through educational block-building robots for young ages."**
These awards are given by the Japan Ministry of Economy, Trade, and Industry to recognize those who promote the spirit of traditional Japanese craftsmanship, or "monodzukuri."

Forbes JAPAN SMALL GIANTS AWARD 2019 - 2020

Pioneer Award

Artec Co., Ltd. / President - Etsu Fujiwara

Artec is a teaching material manufacturer that continues to introduce 500 new products to the market every year. From kindergarten to university, both public and private, have educational sites and networks. The programmable robot products "ArtecRobo" has been patented worldwide and deployed in more than 60 countries. In Mongolia and Singapore, it has been selected as a nationally designated teaching material. From the aspect of teaching materials, Artec was awarded the “Pioneer Award” for the creation of an educational culture for children who will lead the future on a global scale.

https://forbesjapan.com/articles/detail/29532

Award Winning Products

Artec's original toys attracting the world's attention

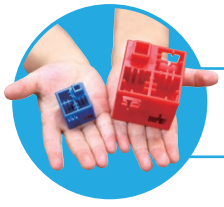
『Creative Child Awards』
A unique awards program from the USA in which all products submitted are reviewed by moms, music educators and early education professionals.

『Dr.Toy's Award』
An award given by Dr.Toy, Stevanne Auerbach, PhD, who is one of the world's leading experts on play, toys, and children's products. Many parents, teachers and toy buyers use Dr.Toy's guidance in making selections.

『Good Toy Awards』
An award program run by the NPO Japan Good Toy Committee, that selects good toys amongst those available on the market. This award started in 1985 with the philosophy of "fair neutral", and has been a guideline to consumers for choosing good toys.

『Golden Pin Design Award』
The annual Golden Pin Design Award is the longest-running design award that celebrates products expressly created for the Chinese-speaking market. Participating individuals and companies are judged on their ability to innovate in this dynamic economy.

Game Creator Set	Walking Robot	Bucket 220 (vivid)	Vacuum Cleaner
Static Shocker	Magnet Racer	Labyrinth for Pill Bugs	Out in Orbit Build Your Own Satellite
Planet Engineer	Mini Centrifuge	Secrets of Airplane Flight	Biomimicry Science from Nature
Convertible Telescope	Galileo Thermometer	Van de Graaff Generator	SPACED Jet Black
ROBO Link-A	Artec L Blocks Primary 30	Lie Detector	Metal Detector
Advanced			

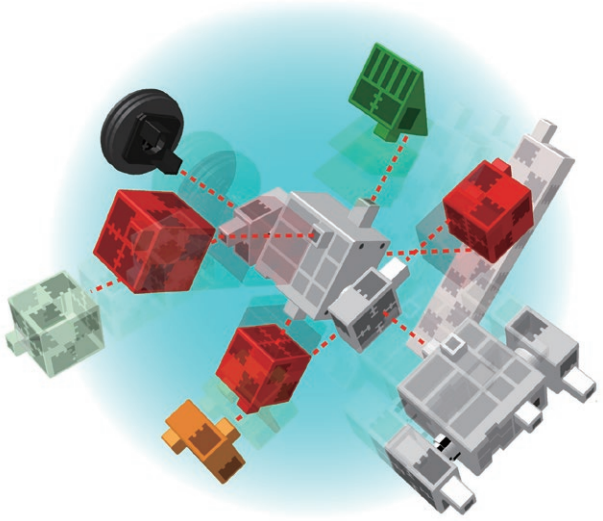


Artec Blocks and Artec L Blocks

Patents pending in 52 countries!

Artec strives to create educational materials for an ever-changing world

Robot prototyping has never been this EASY!



PAT. Pending in 55 countries

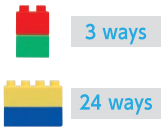
Artec® Blocks

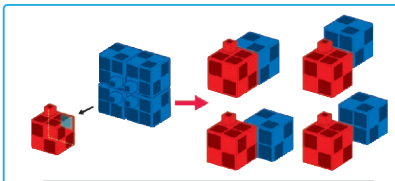
Artec® PAT.P

\ Build it your way! /

Artec Blocks have 15 openings and a single connecting stud. With four connections per side, two Artec Blocks can be put together in 60 different ways!

Your average block





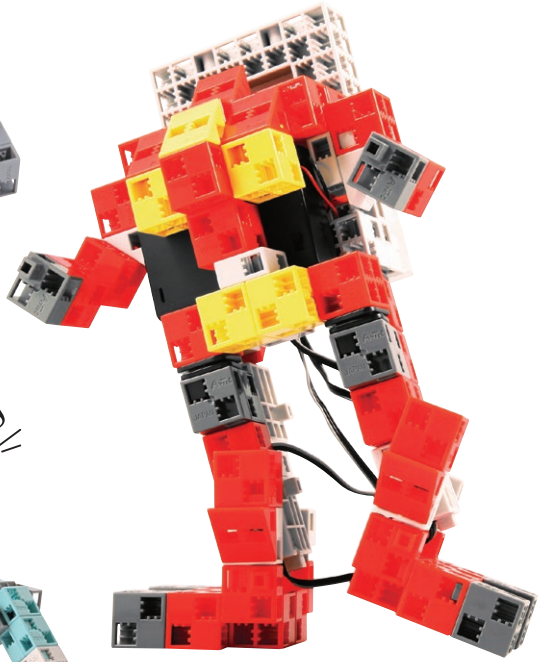
With Award Winning Artec Blocks

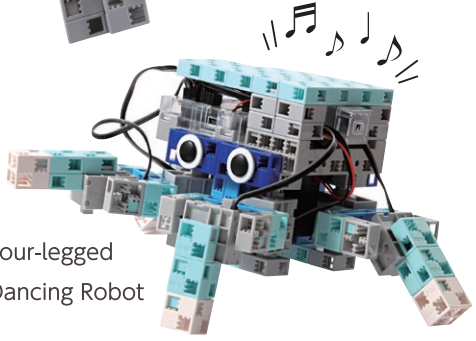
The perfect shape to develop your way
Beginners Welcome

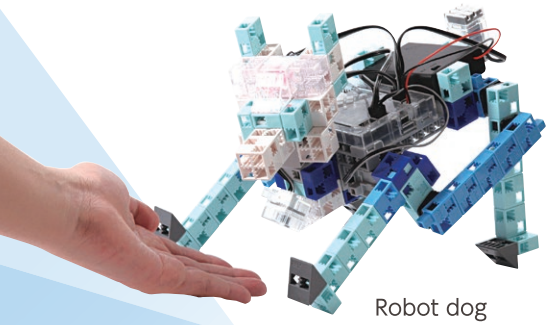
It's a Snap!


Working Arm Robot


Robo Kong

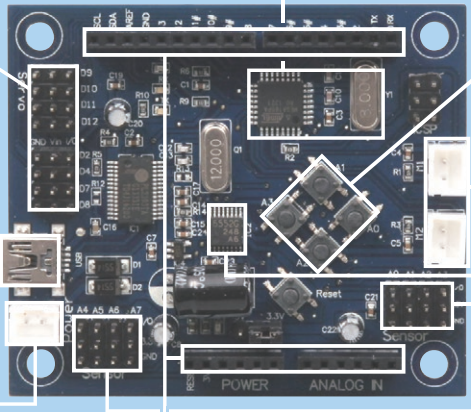

Biped Walking Robot


Four-legged Dancing Robot


Robot dog

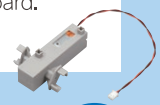
Servomotor connector
up to 8
The motor is ready to operate after a simple cable connection is made.

ATmega 168PA 8MHz Quartz Resonator
This microcomputer controls the Studuino.



Push-button Switches
Up to four programmed motions are allocated for the switches. So that the robot can move as you imagined.

DC Motor IC Connector
up to 2
DC motor IC and connector are mounted on the board. Operate up to two DC motors simultaneously.



USB mini-B connector
A USB mini-B cable (not included) is required to connect to your PC.

Multi-purpose connector
up to 8
Sensors, LEDs, and buzzers can be connected.

Power supply connector
Connects to the battery box.

Arduino Compatible Pin Sockets
The socket is compatible with the bread board

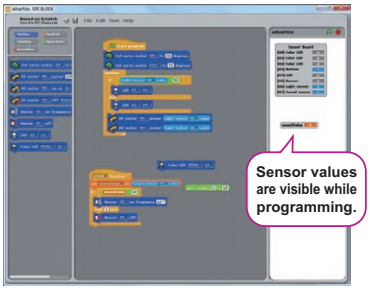
- Dimensions: 70 mm x 60 mm x 10 mm Studuino Console
- Packaging: Cardboard Box

★ A USB mini-B cable (not included) is required to connect to your PC.

Lv1 Icon programming

Drag, drop, and create
Drag and drop icons to create your own program using a fun and colorful programming environment!

Lv2 Block programming



Built based on Scratch*
Artec robots use a customized version of Scratch 1.4, which was originally developed by the MIT Media Lab. The wide variety of blocks applicable to robot control enables you to program robots close to the level of C programming.*Originally developed by MIT Media Lab

Lv3 Arduino IDE

What's Arduino ?
* Arduino is an open-source hardware (microcontroller board) and software (called Arduino IDE) standard, orginally developed in Italy.

★ Arduino IDE cannot be downloaded from Artec's website.

Convert and go deeper with Arduino
The Arduino IDE is for users ready to tackle advanced programming using the Arduino language. Arduino is compatible with both of our programming environments, allowing you to achieve even higher levels of performance and control.

Now you can program your ArtecRobo with your favorite tablet PCs and smartphones!

For iPad and iPhone

Block Programming style GUI with a comprehensive but easy to use layout!

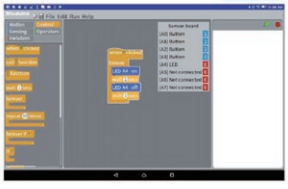
Tickle for Studuino

For Android Tablets

Almost identical to the Studuino Block Programming Environment for PC and Mac!

**Bluetooth (BLE) module required*

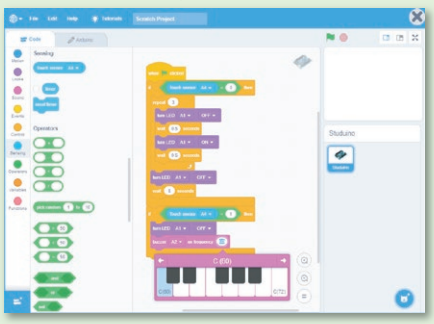
Studuino for Android

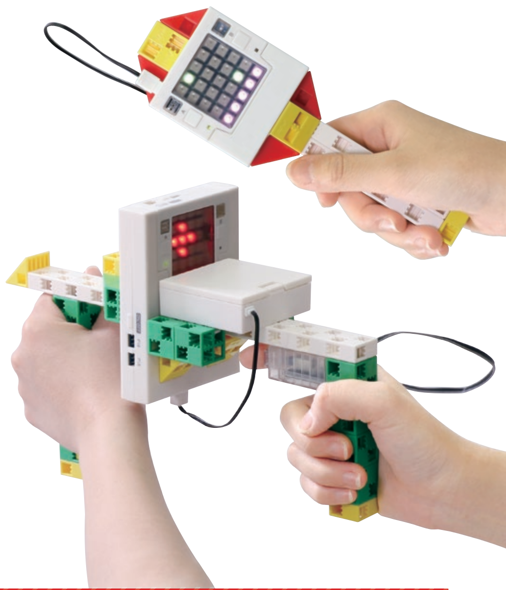


Coming Soon

New and improved Block Programming

A new, Scratch 3.0-based Block Programming Environment brings the latest features to your Studuino!





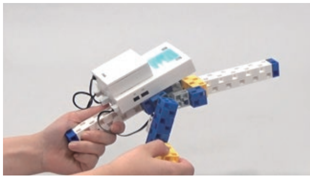
A new generation of smart,creative toys!

ArTec® Robo2.0

Use new and improved features to make any robot you can imagine!

Motion Control Games

Swing, spin, and tilt your Core Unit to play games with a motion controller you built yourself!


Go Fishing

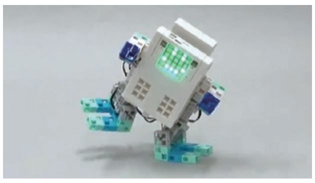

Gunslinger

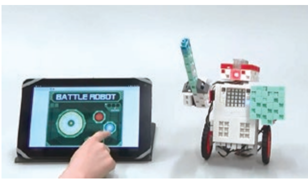

Driving Game


Canoe Trip

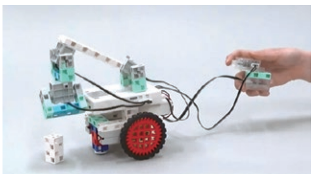
Robots

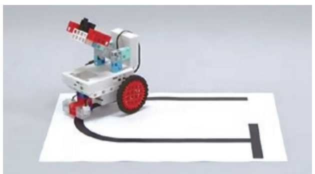
Build your own walking robots and remote-controlled vehicles!


Walkbot



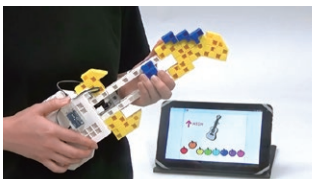
Battle Robot

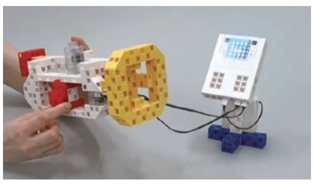

Arm Robot Car


Self-Driving System

Musical Instruments

Use sensors and Buzzers to make real working electronic instruments!


Guitar


Trumpet


Maracas

Coming Soon

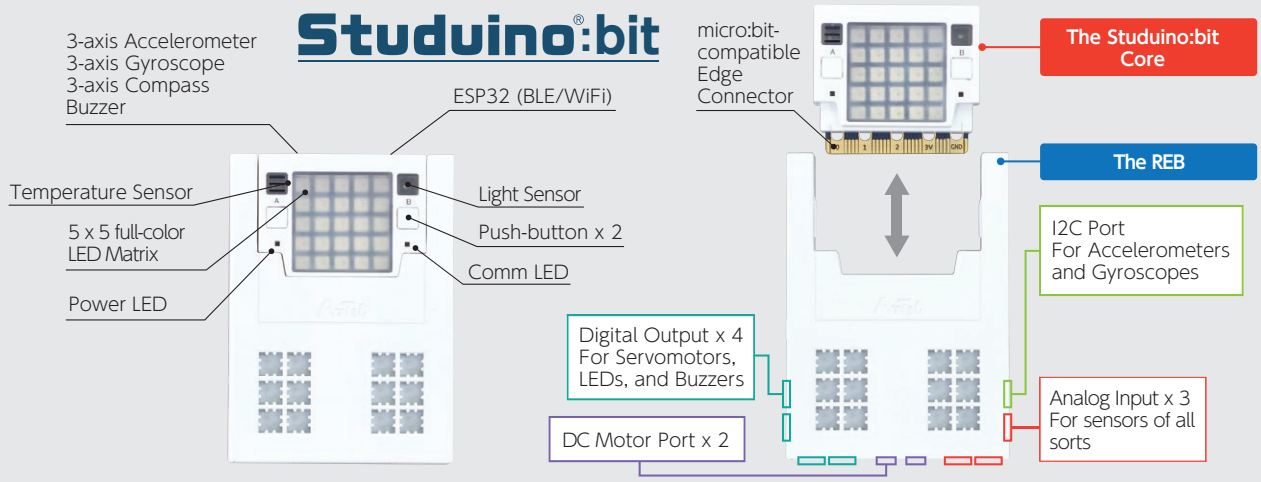
Electric Handbell

ArtecRobo 2.0

Studuino:bit + ArtecRobo

Seven sensors, 25 LEDs, a Buzzer, Bluetooth, WiFi, and a whole bunch of fun

The power behind ArtecRobo 2.0



The Studuino:bit Core

Size	60 x 60 x 25 mm (including shell)
USB	microB
Wi-Fi	802.11 b/g/n
Bluetooth	Classic, BLE 4.2 (dual-mode)
SoC	ESP32
Flash Memory	8 MB
SRAM	520 KB
PSRAM	8 MB
Clock Speed	240 MHz
Operating Voltage	3.3V
Communication Protocols	• USB IC for Windows/Mac *Native driver support for Mac OS X and Windows 10+ • BLE for iPad, Android Tablets, and Chromebooks
Components	5 x 5 full-color LED matrix, buzzer, 2 x push-buttons, light sensor, temperature sensor, 3-axis accelerometer, 3-axis gyroscope, 3-axis compass
Power Supply	USB or 3 x AA batteries (alkaline only).

The Robot Expansion Board (REB)

Size	80 x 110 x 25 mm (including shell)	
Supported Parts	Servomotors, LEDs, Buzzers	Up to 4
	IR Photoreflectors, Light, Sound, Touch or Temperature Sensors	Up to 3
	Accelerometers, Gyroscopes	1
Power	USB or 3 x AA batteries (alkaline only).	

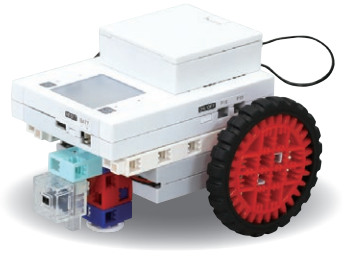
System Requirements

● OS
・Windows 7/8/8.1/10, Mac OS X 10.6+, Android 5.0+, iOS 11+, ChromeOS

● Recommended Hardware
・Windows - CPU: Minimum Core 2 Duo (E6700) or equivalent, Memory: 2+ GB, USB 2.0 port
・Mac OS X - Minimum required by OS
・iOS - iPad with minimum required by OS
(iPhone, iPad mini not supported)
・Android - 10+ inch device with native support for compatible OS
(support not guaranteed for all Android devices)
・Chromebook - 2016 or later model compatible with Android app and Bluetooth 4.0

ArtecRobo 2.0

It's educational, deceptively simple, and ready for everything from robotics to networking



Master robots...

Or control an array of LEDs!

Bluetooth + WiFi

Platform Agnostic
For Windows, Mac OS X, Android, iOS, and ChromeOS

Drivers? What Drivers?
Native support for Windows and Mac OS X!

*Driver installation required for Windows 7/8.1.

An Evolution of Scratch 3.0

Use Bluetooth to take ArtecRobo on the go with your Android, iOS, or ChromeOS device!

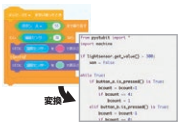
Digital Connections

Bridge the gap between software and hardware as you link robots to animation and sound or make characters react to sensor values!

Teach Yourself

Learn the basics of the software, programming, and building with easy-to- follow on-screen tutorials!

Tame the Snake



Convert your programs to Python and get advanced!

*Alpha-build screenshots. Software is subject to change.

Beginner Friendly...

Program right out of the box!

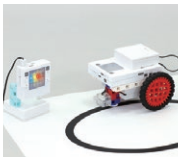
Incredibly Versatile...

Control robots!

Great for Teams...

Store up to 10 programs!

Next-Level Learning...



Link devices!

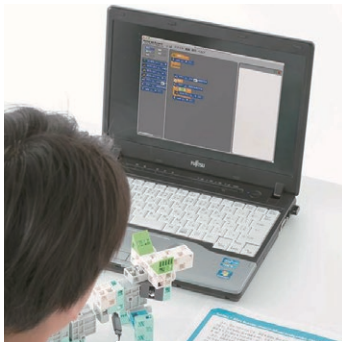
...Or a Step Beyond!

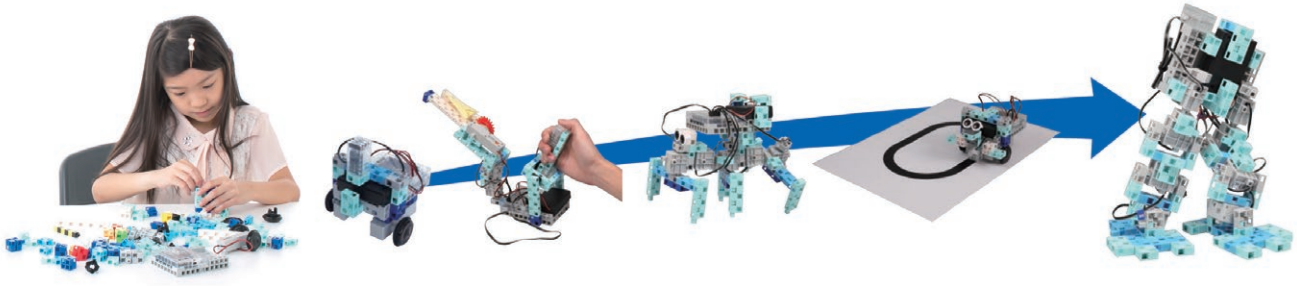
Set up an access point

Major ODM / OEM Projects

Gakken × ArTeC ものしくみ研究室

In April of 2016 the "ArtecRobo" series made a new step forward, as Artec started collaborating with Japan's largest educational specialist company, Gakken Educational, and robot programming schools were launched all over Japan.

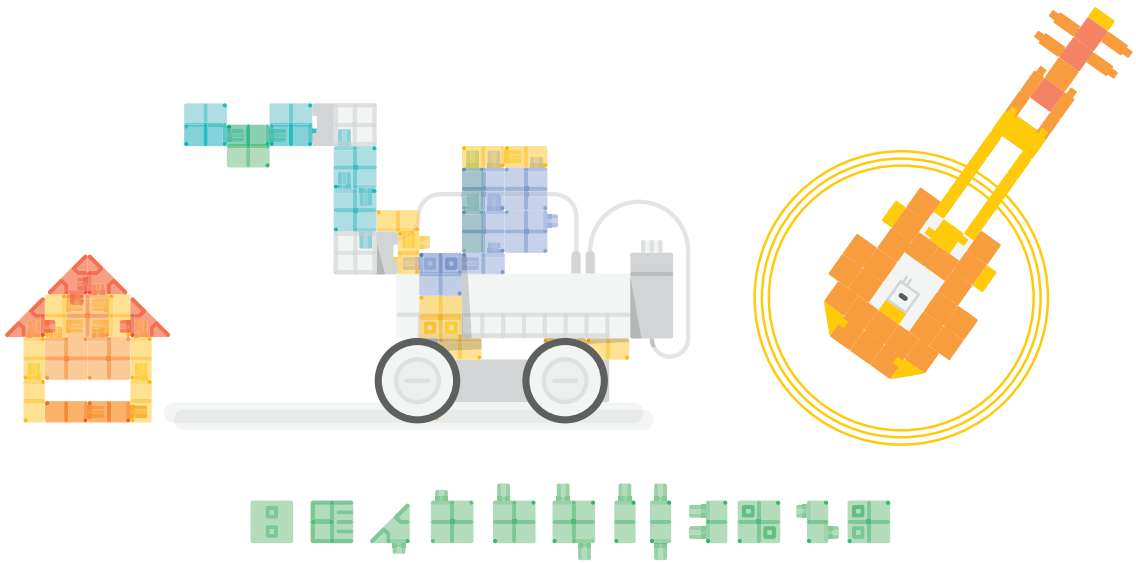


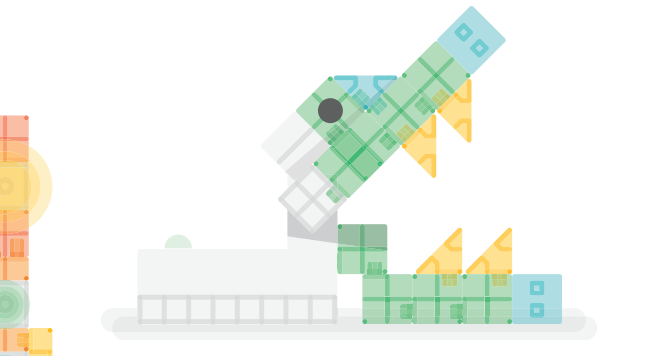


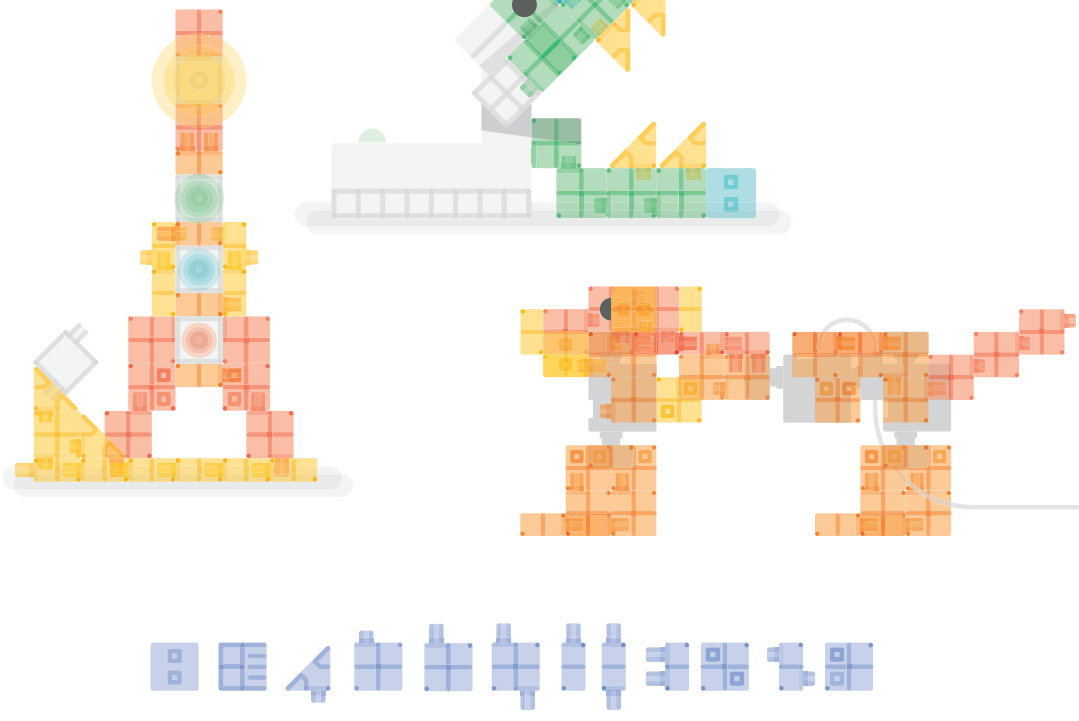
Sony Global Education

KOOV

Artec's original "ArtecRobo" Series, made a new start in Summer 2016
by collaborating with SONY Global Education.







For Workshops:

Artec® Innovator Academy
Early Years

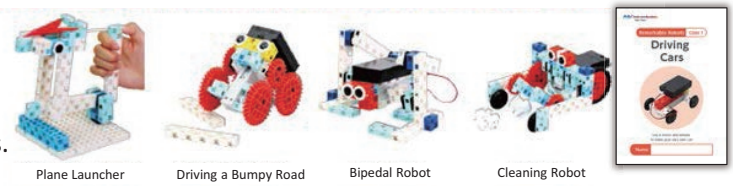
Puzzles
Exciting logic puzzles and games that utilizing48 lessons divided into 12 themes!

Tackle 12 types of puzzles and games using blocks and gears! (48 lessons)

Balance Game | Puzzle Matching | Gear Rotation | Cubic Puzzle

Robotics
Build robots using blocks and enjoy learning about robots that use the basic principles of motors, linkages and gears.

Build 24 types of crazy and fun robots with motors and gears! (24 lessons)



Plane Launcher | Driving a Bumpy Road | Bipedal Robot | Cleaning Robot

Programming
Covers the basics of programming utilizes the icon-based programming tool specifically designed for young children!

Program 13 kinds of robots with sensors and LEDs! (24 lessons)

Automatic Car | Making a Jukebox | Escape from a Maze | Touchless Control

AIA Early Years program provides:
A multi-curriculum of comprehensive yet challenging **Puzzles**, **Robotics**, and **Programming** for tota 2 years!*

Course Plan Example:
1st Week: Puzzles
2nd Week: Robotics
3rd Week: Programming
4th Week: Programming

One-stop total learning solution for STE(A)M and 21st Century Skills!

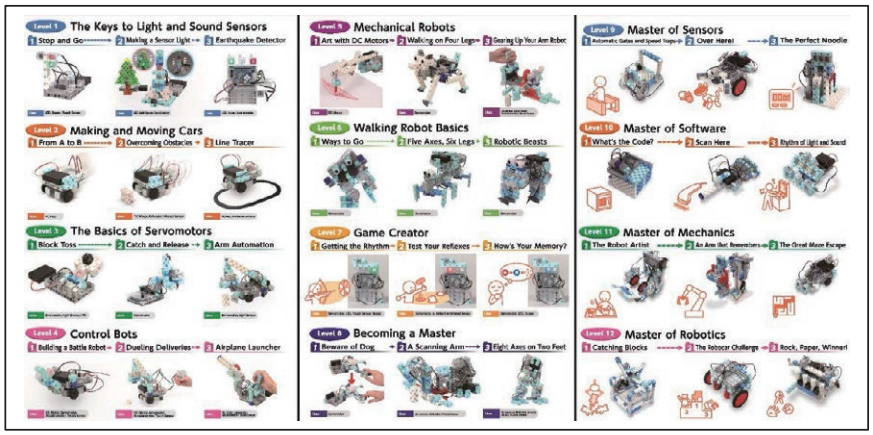
**4 lessons per month*

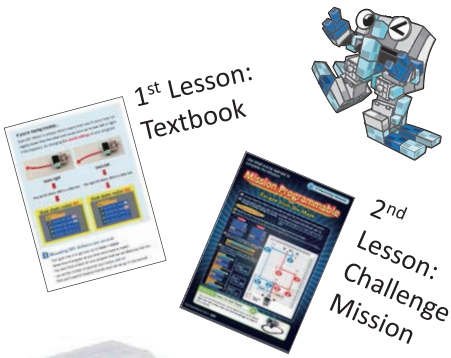
Artec® Innovator Academy
Robot Programming School

AIA Robot Programming School course is a **problem-solving style,** total 3-Year+ robot programming education course developed and operated by Artec.
Now more than 740 franchised classes are operated all around Japan, and our international partners operate classes in 7 countries worldwide!

Regular Course
(48 Lessons / 24 Months)

Mastery Course
(32 Lessons / 16 Months)





Regular Course Kit | Mastery Course Kit

Each subject will be covered by two 90-minute lessons, and students will be tested with challenge missions on every 2nd lesson, to ensure they understood functions and usage of each component properly.

International Robotics and STEAM Competitions

It is our great privilege to help develop and promote cutting-edge international programs of exchange and cooperation in programming, robotics, and STEAM education.

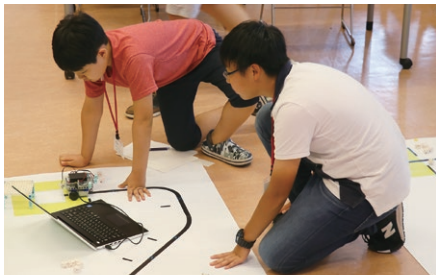
A few years back Artec started and is now involved in a number of international educational events that include the following:

URC
Universal Robotics Challenge

Directed by an independent committee, the Universal Robotics Challenge is a more traditional programmable robotics tournament. The objective of the URC is to inspire children's interest in the field of robotics technology as they acquire new problem-solving skills through teamwork.

Asia STEAM Camp

Asia STEAM Camp is a unique collaboration connecting Artec and a multitude of schools in Japan and across Asia, directed and managed in cooperation with our partners and friends both locally and abroad.
The event focuses on bringing children from diverse backgrounds and cultures together to work in teams and tackle STEAM-themed challenges.



Company Outline

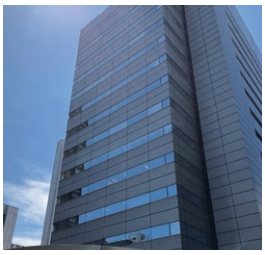
Company Name	Artec Co., Ltd.
Founded	April 5, 1960
Our Business	Artec both produces and sells educational materials for subjects including robotics, art and calligraphy in addition to premium gifts. We also deliver a line of learning franchises of every shape for every age.
Executive Officers	Chairman Yasumasa Uno President Etsu Fujiwara Director Masato Fukunaga Director Seiichi Nakashima Director Jun Sakurai
Employees	150 full-time, 130 part-time

Location

Osaka Headquarters
3-2-21 Kitakamei-cho, Yao, Osaka 581-0066
Tel: +81-72-990-5505
Fax: +81-72-990-5525

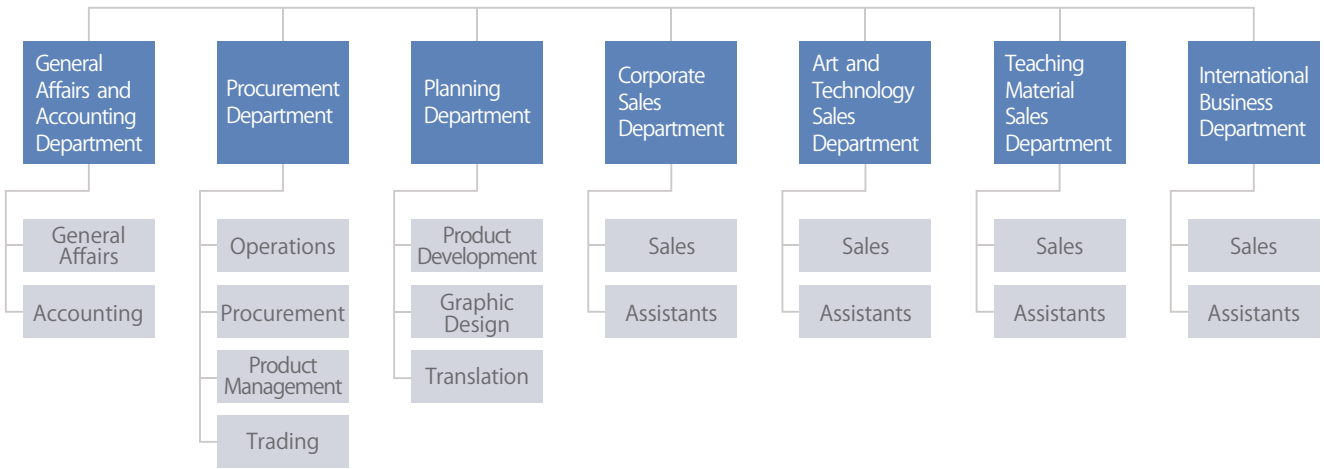

Osaka Headquarters

Tokyo Branch Office
11F Sumitomo Shoji
Kandaizumi-cho Bldg.,
1-13 Kandaizumi, Chiyoda, Tokyo 101-0024


Tokyo Branch Office

Yao Logistics Center
1-2-16 Kyuhoji, Yao, Osaka 581-0072

Organization Chart



K1219