

Sega Prize Europe!

2014 COLLECTION





Welcome to the Sega Prize official catalogue for the 2014 season. This year is a massive year for us, we are incredibly excited to share with you 2 huge new licensed plush lines, the phenomenally popular iOS and Android app Doodle Jump and the multi-award winning Plants vs. Zombies™.

Both of these highly anticipated licenses have been brought to life as beautifully designed and incredibly soft plush toy collections and we can't wait for you to see them! On top of that we are introducing and a fresh new look for the number 1 girl license Hello Kitty with our Ballerina Collection dressed in shiny satin and organza tutu, available in a mix of 4 vibrant trendy colours that are sure to be a winner for girls of all ages.

Once again we are thrilled to expand the ever popular Tokio range by adding more lifestyle technology to our catalogue. As well as updating our Tokio Tablet 2.0 and Tokio Smartphone+ with faster processing power and Android Jelly Bean OS, this year we have introduced the Tokio Wireless Bluetooth headphones, the Tokio Active Action Camera and the Tokio Sound Bluetooth Speaker. We have selected these as key items to compliment our range of lifestyle technology and as an essential accompaniment to any young and active lifestyle.

As always we hope you enjoy our latest offerings as much as we have enjoyed developing them for you.

Trevor Clarke

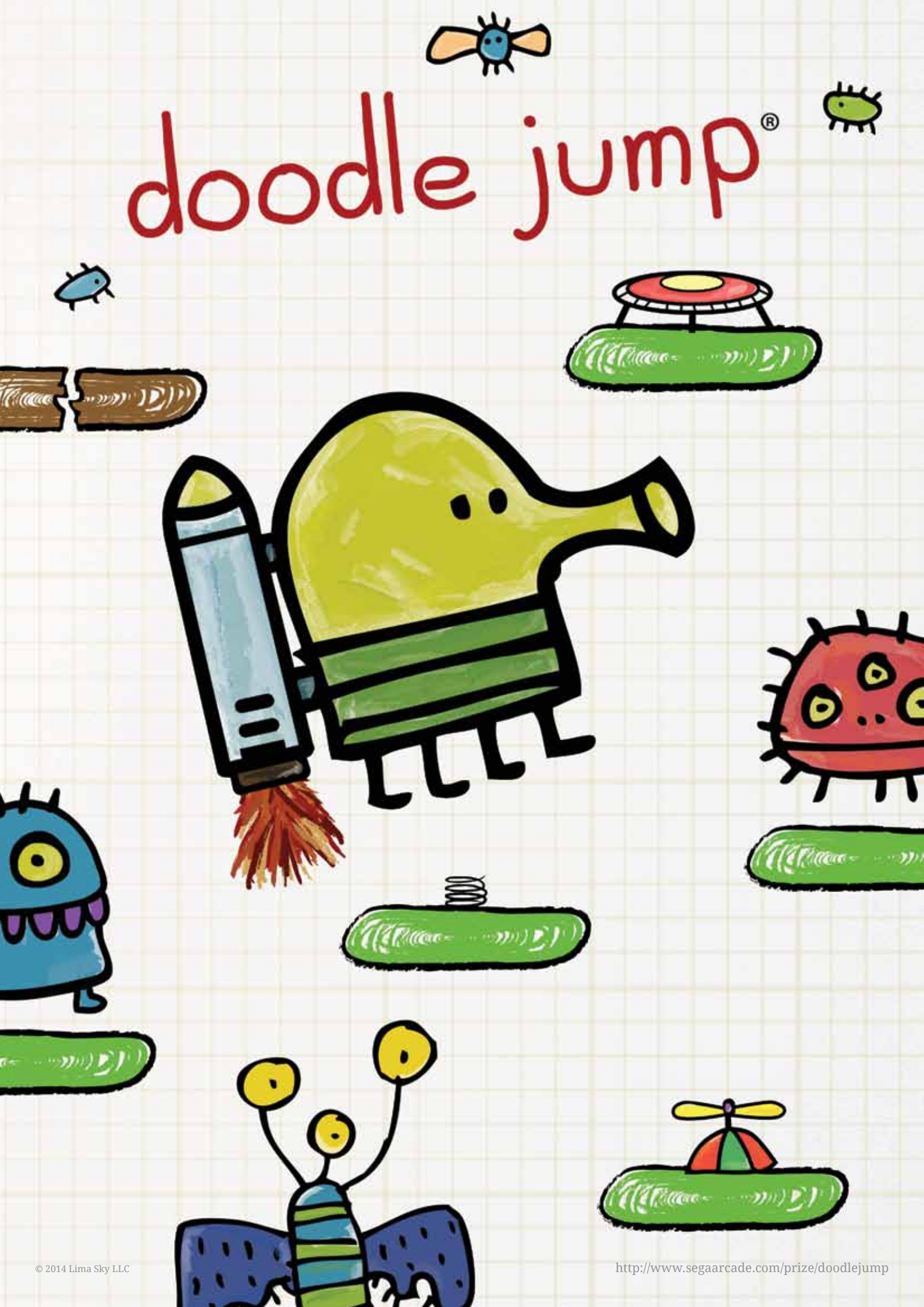
Head of Merchandise Division
Sega Prize Europe

Contents

Doodle Jump	1-2
Plants vs. Zombie	3-4
Sonic The Hedgehog	5-6
Hello Kitty Ballerina	7-8
The Dog Super Heroes	9-10
Victoria Cupcakes	11-12
OMG So Kawaii	13-14
Bad Bear	15-16
MonstAHH!	17-18
Happy Snacks Sweet	19-20
Happy Snacks Savory	21-22
Lovely Nest	23-24
Tokio Tablet 2.0	25-26
Tokio Smartphone+	27-28
Tokio Wireless	29-30
Tokio Active	31-32
Tokio Sound	33-34
Contact Us	35



doodle jump[®]





undersea



classic



jungle



soccer



ninja



space

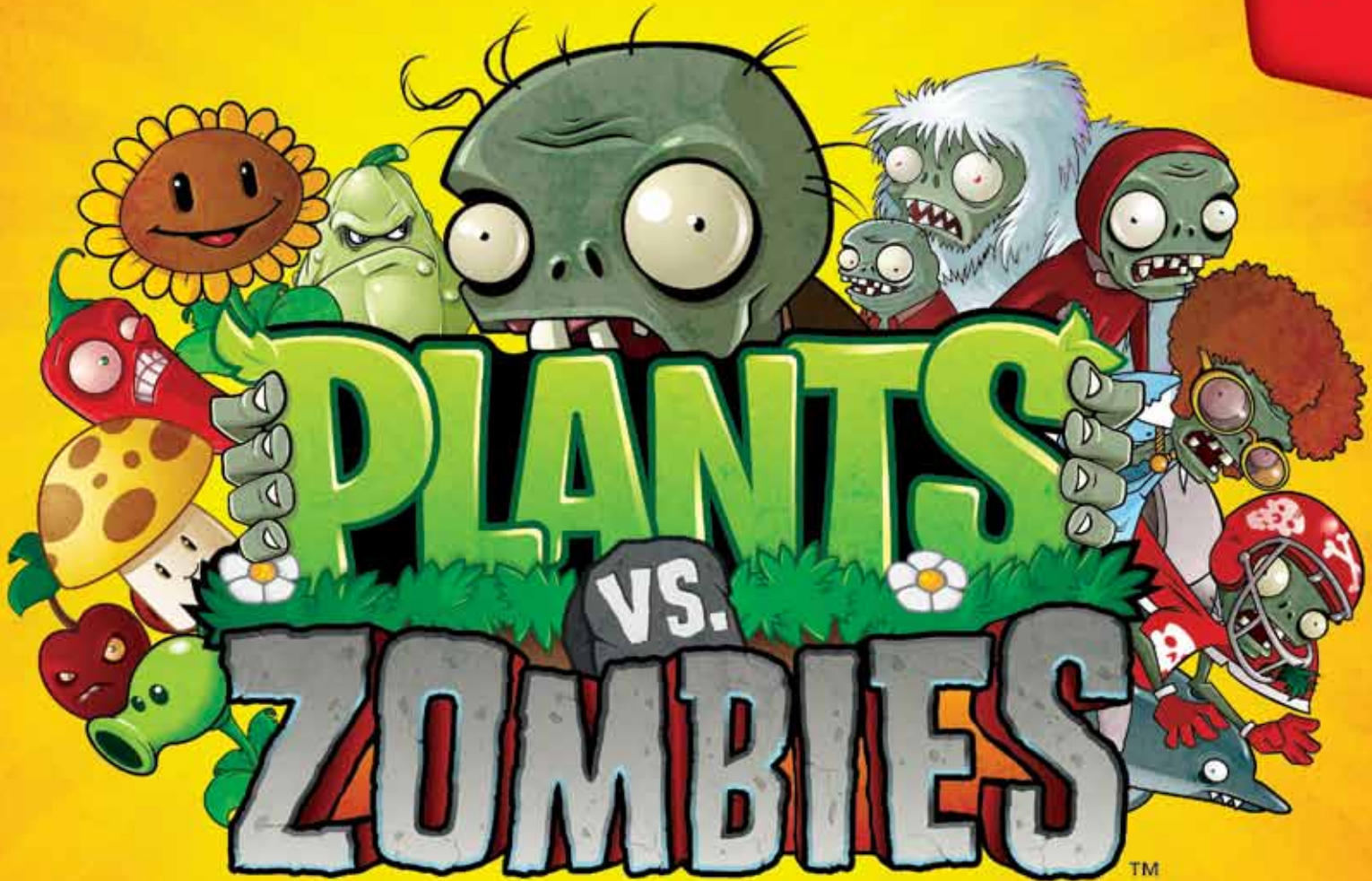
A pioneer of the iOS App phenomonon, launched in 2009, Doodle Jump is one of the longest reigning chart toppers in a handful of iOS success stories and has continued to rank highly across iPhone and Android platforms ever since. Until now this highly anticipated brand has gathered a tremendous following with fans of all ages. Our cuddly Doodle Jump creations are produced in a variety of designs that are featured in the popular worlds of the ever expanding Doodle-verse.

Doodle Jump	36pcs per carton
Approx 22cm Soft Toys	Carton Dimensions 66 x 59 x 59 cm
Product 308993	Carton Weight 8.1 kg
6 designs assorted	

(Other sizes also available, please contact us for more details)



PopCap



The title graphic for 'Plants vs. Zombies' features the words 'PLANTS' and 'ZOMBIES' in large, stylized fonts. 'PLANTS' is green with a 3D effect, and 'ZOMBIES' is grey with a 3D effect. Between them is a grey rock with 'VS.' written on it. The text is surrounded by various characters from the game, including a Sunflower, Peashooter, Gargantuar, Conehead, Cherry Bomb, Potato Mine, and several different types of zombies like a regular zombie, a Yeti, a Conehead zombie, a Footballer, and a Zombie Dog.

PLANTS VS. ZOMBIES™



Winner of over **30** Game of the Year Awards!



Zombie in Disguise



Zombie



Sprinter Zombie



Snow Pea



Peashooter



Sunflower

Winner of more than 30 Game of the Year awards, Plants vs. Zombies™ is the chart topping iOS and Android gaming success. After the spectacular release of Plants vs. Zombies 2: It's About Time, the PvZ franchise has seen a tremendous boost in media coverage. So get ready to soil your plants as a mob of fun-loving zombies is about to invade your home, but don't worry as we have supplied some zombie bashing plants for you to defend yourselves with!

Plants vs. Zombies	48pcs per carton
Approx 25cm Soft Toys	Carton Dimensions 65 x 45 x 58 cm
Product 308887	Carton Weight 9.1 kg
6 designs assorted	

(Other sizes also available, please contact us for more details)



Hello Kitty®



Bella Ballerina





Sherbet Lemon



Aqua Marine



Pretty in Pink



Lovely Lavender



Hello Kitty has been lovingly crafted in Ballerina attire, featuring four vibrant satin colours that will delight ages young and old. This adorable character's first appearance was in 1974 and the phenomenon continues to delight all ages with her fashionable appeal. Hello Kitty, whose real name is Kitty White was born in the suburbs of London on November 1, she is a bright kind hearted girl that loves to bake cookies.

Hello Kitty Ballerina	48pcs per carton
Approx 25cm Soft Toys	Carton Dimensions 72 x 70 x 44 cm
Product 311016	Carton Weight 10.58 kg
4 designs assorted	

(Other sizes also available, please contact us for more details)

SONIC™

THE HEDGEHOG





SONIC
THE HEDGEHOG



TAILS
MILES "TAILS" PROWER



SHADOW
THE HEDGEHOG



KNUCKLES
THE ECHIDNA



AMY
ROSE

Our iconic company mascot, Sonic the Hedgehog is back! Known as the world's fastest hedgehog for 21 years, Sonic is one of the most famous video game characters that has ever existed and appeals to audiences of all ages. Joined by his trusty sidekick Tails and the rest of the gang, we are incredibly excited to bring you our highly detailed collectible Sonic soft toys. Produced with super soft plush fabrics and weighted beanie bottoms, these are the cuddliest Sonic toys we have ever made!

Sonic Solid
Approx 30cm Soft Toys
Product 311788
1 design
36pcs per carton

Friends Mix
Approx 30cm Soft Toys
Product 311795
4 designs
36pcs per carton





Artist Collection
THE DOG™

www.thedogandfriends.com





Cold Canine
(Siberian Husky)



Power Pooch
(Labrador Retriever)



Pretty Pup
(Chihuahua)



Fast Fido
(Dalmatian)



Bad Bowwow
(Beagle)



Hot Hound
(King Charles Spaniel)

Is it a bird? Is it a plane? No! It's Artlist's THE DOG! A highly successful puppy photography franchise from Japan, THE DOG is photographed with a fish eye lens at unique angles, creating irresistibly adorable images. This popular evergreen brand has a tremendous recognition factor generated by promotions like McDonald's Happy Meals, delivering brand awareness to millions worldwide. We are excited to bring you THE DOG Super Heroes series, super cute and ready to save the day!

The Dog Super Heroes	48pcs per carton
Approx 25cm Soft Toys	Carton Dimensions 65 x 57 x 42 cm
Product 321008	Carton Weight 9.47 kg
6 designs assorted	



Victoria Cupcakes





Gabby
The Grape Swirl



Charlie
The Chocolate Strawberry



Shelly
The Cherry Swirl



Sarah
The Strawberry Sprinkle



Cody
The Custard Cookie



Lenny
The Lemon Marmalade

With sugar and spice and all things nice these beautiful Victoria Cupcakes have been brought to life with the magic of a little girl's dreams. Most days after school Victoria loves nothing more than helping her grandmother bake cakes at the best tea room in Bakerton. One day her grandmother became poorly, so Victoria decided to open the tea room and bake all the cakes on her own. Every cupcake features a collectable gift tag detailing a persona and profile.

Victoria Cupcakes	48pcs per carton
Approx 20cm Soft Toys	Carton Dimensions 91.5 x 57.5 x 33.5 cm
Product 330468	Carton Weight 11.70 kg
6 designs assorted	







Kimiko



Yuki



Suki



Aiko



Sakura



Mai

Inspired by the 17th Century Japanese tradition of Kokeshi and the latest trend in collectable wooden Japanese dolls, OMG So Kawaii is a soft toy collection comprising of six inspiring & talented sisters. Each doll features a unique origami patterned kimono, highly detailed embroidery and soft plush fabrics. Every So Kawaii doll features a collectable gift tag detailing an inspirational persona and profile.

OMG So Kawaii	48pcs per carton
Approx 25cm Soft Toys	Carton Dimensions 75.5 x 57.5 x 46.5 cm
Product 313102	Carton Weight 12.36 kg
6 designs assorted	





BAD

BEAR



BEAR STREET EC2
CITY OF BADDINGTON





Baller



Swagger



Lucky



Goldie



Playa



Bling

Everyone loves a Bad Bear and with their flat peaks, bling and brightly coloured hoodies these Bad Bears are the baddest bears you'll find! This crew of six were raised together in the mean streets of Baddington and each bear aspires to make it out of the hood together thanks to their individual skills and talents. Every Bad Bear includes a collector card detailing their mischievous background and charming character.

Bad Bear	48pcs per carton
Approx 25cm Soft Toys	Carton Dimensions 58 x 57 x 61 cm
Product 313607	Carton Weight 14.38 kg
6 designs assorted	





**MONS
TAHH!**



Theo
The Three Legged Triclops



Sammy
The Six Armed Cyclops



Larry
The Long Armed Beast



Toby
The Flying Triclops



Bruce
The Big Mouth Four Armed Beast



Franco
The Four Legged Cyclops

MonstAHH! are rarely seen misunderstood creatures from a far away land! These deceptively cute creatures have each evolved to thrive in different environments, whether they live in a cave, volcano, sky, water, city or forest, each is perfectly adapted to battle for survival. For added play value each MonstAHH! also features a battle card containing character profiles and their special powers.

MonstAHH!	48pcs per carton
Approx 22cm Soft Toys	Carton Dimensions 76 x 65 x 51 cm
Product 313201	Carton Weight 15.65 kg
6 designs assorted	



happy
snacks.





Robbie
the rainbow fruits
ice lolly



Davey
the donut with sprinkles
and glossy blue icing



Sally
the strawberry
ice cream with sprinkles



Debbie
the donut with sprinkles
and glossy pink icing



Chuck
the chocolate sauce
vanilla ice cream with sprinkles



Louie
the lolly with
chocolate sprinkles

The Happy Snacks brand takes all of our favourite delicious treats and brings them to life as adorable plush characters. The Happy Snacks Sweet collection are just as sweet as their edible counterparts, with their beaming smiles and happy faces they are always pleased to see you. Each of these confectionary characters includes an individual collector card containing a character profile and a fun fact.

Happy Snacks Sweet	48pcs per carton
Approx 20cm Soft Toys	Carton Dimensions 64.5 x 50.5 x 39.5 cm
Product 313409	Carton Weight 9.40 kg
6 designs assorted	





FAMILY BUCKET



BURGER MEAL



HOTDOG MEAL



PIZZA MEAL





Henry

*the hot dog
with ketchup and mustard*



Frank

*the finger licking
fried chicken drum stick*



Peter

*the pop drink
refreshing fizzy*



Bobby

*the burger
with lettuce and cheese*



Freddy

*the french fries
tasty and crispy*



Paulo

*the pepperoni pizza
cheesy and spicy*

The Happy Snacks Savoury range are deliciously cute with none of the calories! Food based characters are trending across popular culture and youth fashion. The Happy snacks savoury collection creates an affection with food lovers of all ages, bringing tasty treats to life that put a smile on our faces. Each one of these happy scrumptious characters includes an individual collector card containing a character profile and a fun fact.

Happy Snacks Savoury 48pcs per carton
Approx 20cm Soft Toys Carton Dimensions
57 x 55.5 x 39.5 cm
Product 313300
6 designs assorted Carton Weight
9 kg







Ben



Jack



Terri



Christy



Nicola



Bailey

The Lovely Nest Owls are the first flock from our fashion inspired patch work bird collection, Lovely Nest. Each cuddly designer owl is hand crafted with a combination of soft plush fabrics, cottons, corduroys and presented to you in an array of contemporary colours. Every individual Lovely Nest Owl features a collectable gift tag containing an inspirational persona and profile.

Lovely Nest Owls	48pcs per carton
Approx 20cm Soft Toys	Carton Dimensions 76 x 69 x 51 cm
Product 313508	Carton Weight 15.85 kg
6 designs assorted	



Tokio

Technology



1.2 GHz Processor



4GB Storage



Capacitive Touch Screen



Multi-Touch Screen



G Sensor



Web Cam



3 Way Speakers



HD Video Player



WIFI



Powered by Android™ 4.2 Jelly Bean



Powered by Android™ OS 4.2



Processor



Storage



Capacitive Touch Screen



Multi-touch Screen



Web Cam



Stereo Speakers



HD Video Player



WIFI

Whether you're tweeting or surfing this 7 inch (17.5cm) tablet is the perfect companion for the fast pace of today's lifestyles. Inspired by the high-tech heart of Tokyo, the Tokio Tablet is the future of portable technology. This amazing device features the Android OS 4.2 Jelly Bean, with capacitive multi-touch screen functionality, WIFI connectivity, webcam and 4GB storage. Google Playstore is also preloaded so you can start browsing apps and games straight out of the box.

Tokio Tablet 2.0

5pcs per carton

7" Tablet PC

Carton Dimensions
42 x 17 x 26 cm

Android 4.2 OS

Carton Weight
3.5 kg

Product 330284



Tokio

Technology



Powered by
Android™ OS 4.2



Dual Core Processor



WIFI Support



Capacitive Touch Screen



Bluetooth



Front & Rear Camera



Storage

The Tokio Smartphone+ is powered by Google's Android Jelly Bean offering you the limitless possibilities of the Google Play Store. With thousands of apps at your disposal, including Facebook & Twitter, you'll have everything you need in the palm of your hands! Whether your making calls, texting or answering your emails, the beautifully intuitive interface makes conducting any task simply a pleasure. Tokio Smartphone+ is SIM-Free so you can easily plug in your SIM and off you go!



Tokio Smartphone+	5pcs per carton
4" Smart Phone	Carton Dimensions 33.5 x 16 x 10 cm
Android 4.2 OS	
Product 330291	Carton Weight 2.3 kg

♥
Tokio
Technology





High Fidelity Sound



Hands Free



Range



Battery Life



Quick Connect



Wireless Bluetooth

The Tokio Wireless uses sophisticated technology to pair with any Bluetooth enabled device and offer a completely cable free private audio experience. These beautifully crafted headphones boast high fidelity sound, up to 20hrs of battery life and 10 metres in range from the connected device. The elegant design is married with an in depth ergonomic construction resulting in the pinnacle of comfort and beauty.



Tokio Wireless	5pcs per carton
Bluetooth Headphones	Carton Dimensions 32 x 25 x 17 cm
Bluetooth 2.0	
Product 340177	Carton Weight 2.1 kg

♥
Tokio
Technology





Suction Mount



Waterproof Case



In Car Charger



Camera Shield



Handle Bar Mount



Helmet Mount



Helmet Belt



Touch Screen



Image Resolution



720p Video



Micro SD Slot



Waterproof



Action Accessories

The Tokio Active is a versatile high definition sports video camera that comes with a variety of useful attachments including, a waterproof case, helmet mount, suction mount, camera shield, handle bar mount, which allows this inconspicuous little camera to capture the most intense and treasured moments at a glorious 720p. Whether your skating, biking, surfing or sky diving, the Tokio Active wont miss a beat and is built to withstand the most active sporting lifestyles.

Tokio Active

5pcs per carton

HD Sports cam

Carton Dimensions
39 x 25 x 16cm

720p High Definition

Carton Weight
3.22 kg

Product 340160



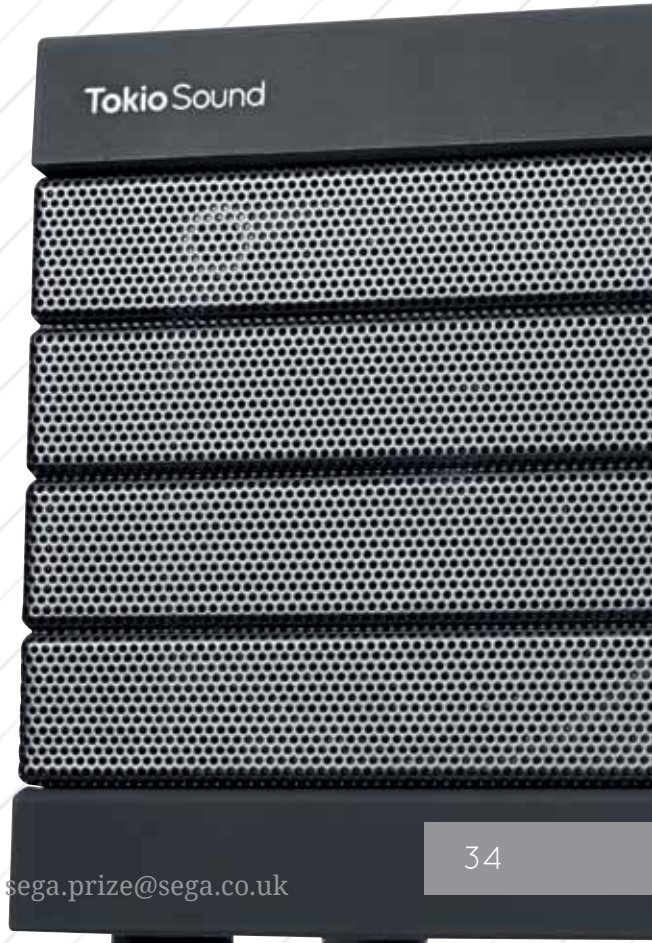
Tokio

Technology





Tokio Sound wirelessly connects with your tablet, laptop, iPhone, Android or BlackBerry devices via one touch NFC or Bluetooth technology, providing you with a full range speaker, heavy bass and crystal clear tones wherever you go. The simple yet elegant design is complimented by an array of exciting features such as, the touch control interface, the hands free speaker phone, NFC pairing and the massive 6-10 hour battery life!



Tokio Sound	4pcs per carton
Bluetooth Speaker	Carton Dimensions 25 x 24 x 13.5 cm
Bluetooth 2.0	Carton Weight 2.65 kg
Product 340184	



The Sega Prize team specialise in providing family entertainment centres and amusement locations with high quality licensed plush and merchandise. We take great pride in producing high quality products and do not believe in compromise. Our prize program is constantly growing, by acquiring popular licences that are highly desirable to the players of today. Creativity is our strength and we are always exploring new ideas that excite all ages and genders. We believe in value for money and where possible our merchandise is safe for all ages or as we like to call it 'Sega Safe'.

To arrange an appointment with your area rep, place an order or if you would simply like some information, please contact us now on the dedicated prize line +44 (0)20 831 8089 or alternatively email us at sega.prize@sega.co.uk



Phone
+44 (0)20 8391 8089

Fax
+44 (0)20 8391 8099

Email
sega.prize@sega.co.uk

Website
www.segaprize.co.uk

 **Find us on Facebook**

<http://www.facebook.com/SegaPrize>

Address
42 Barwell Business Park
Leatherhead Road
Chessington
Surrey UK
KT9 2NY



42 Barwell Business Park
Leatherhead Road
Chessington
Surrey UK
KT9 2NY

T: +44 (0)208 391 8089
F: +44 (0)208 391 8099
sega.prize@sega.co.uk

www.segaprize.co.uk