

# Sega Prize International



2017 COLLECTION



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Welcome to the official Sega Prize catalogue for 2017. We are very excited to offer our customers some fantastic new items for the coming season. In this edition you will notice the effort we have taken to acquire a collection of popular evergreen licenses, develop the highest possible quality of product, whilst continuing to meet our core objectives offering our customers best value for money.

Sega Prize are delighted to announce they have partnered with some truly iconic brands for the coming season. Working closely with licensors such as Mattel and ITV, we have been able to bring you a brand new collection of licensed prizes like no other we have produced before.

We view every prize as cherished memory from the moment it's won, immortalising a great day out with friends and family. Sega Prize don't just aim to meet our customers expectations, we strive to exceed them! Attention to detail is key to our design philosophy, every item is developed with the needs of our customers and visitors in mind.

We hope all of our customers will enjoy our latest offerings, as much as we have enjoyed developing them for you.

A stylized, handwritten signature in black ink.

Trevor Clarke  
Head of Merchandise Division  
Sega Prize International



Thomas & Friends Pages 8-9

Princess





**312433**

Barbie

*Approx. 22cm / 6 Asst / 48pcs*

The Barbie brand holds a 57 year legacy as the worlds No.1 selling doll of all time. As a strong female role model, Barbie is supported by Mattels huge marketing strategy and continues to dominate the retail space. Through her fashion collaborations and the incredibly successful “You can be anything” campaign the Barbie brand is stronger and more popular than ever before. The Barbie Fashionista collection features three hairstyles including the iconic Barbie Ponytail, beautifully embroidered facial detailing, luxuriously soft plush fabrics and of course she is dressed in six of her most stunning outfits. Every outfit is constructed from fine cottons and glittery materials.



# THUNDERBIRDS<sup>TM</sup>

ARE GO

CAUTION

ARMED →

**312068**

Thunderbirds Are Go!

*Approx. 22cm / 5 Asst / 48pcs*

The Tracy brothers are back! Season 2 of the hot new "Thunderbirds Are Go!" TV series is currently airing every Saturday afternoon on ITV. A cherished children's television property, Thunderbirds has been rebuilt from the ground up in stunning high definition CG detail. Thunderbirds has evolved into a modern action adventure series, full of plot twists and cliff hangers. The show has a massive fan base among audiences of all ages, appealing to both Boy's and Girl's. Our Thunderbirds Are Go! collection brings to life the 5 Tracy brothers as chibi plush toys for the very first time. Each one of the brothers features their own individual hair styles constructed from soft plush fabric, embroidered faces and highly detailed uniforms.

# Bob

THE BUILDER





**312563**

Bob The Builder

*Approx. 22cm / 3 Asst / 48pcs*

"Can we fix it? Yes we can!" Bob The Builder is back with a brand new animated TV series airing every morning on Channel 5's Milkshake. Reinvented with a brand new CG image, Bob still wears a hard-hat, but with his new hi-vis vest and trusty tool belt now jam-packed with all manner of handy kit, bob is ready to go... No projects is too big, no problem too hard to solve! This is a cherished brand with great role models for all children, a show that teaches good work ethic and morals. This Bob The Builder collection features the 3 main characters Bob, Wendy and there apprentice Leo. Each character has been lovingly hand made with soft plush fabrics, embroidered details and beanie bottoms.



# THOMAS & FRIENDS





**311658**

Thomas & Friends

*Approx. 22cm / 4 Asst / 30pcs*

Thomas & Friends is a long standing family favourite for over 65 years. The Thomas & Friends brand reaches out to its young fans all over the globe, with a hugely popular preschool toy presence, publishing and TV series. Currently airing every morning on Channel 5's Milkshake, the catchy theme melody, vibrant colours and friendly smile, makes Thomas & Friends irresistibly engaging and fun for young viewers. The show teaches children good morals about hard work, friendship, sharing and responsibility. This collection features Thomas, Percy, James and Rosie, brought to life as cute and cuddly plush characters. Each one of these adorable engines has been hand crafted from our signature super soft plush fabrics, filled with an incredibly huggable hollow fibre stuffing.







### 311528

Fireman Sam

*Approx. 22cm / 4 Asst / 48pcs*

This year Fireman Sam will be celebrating his 30th Anniversary with a 2017 movie release "Alien Alert", with 27 million books sold to date, he has plenty to celebrate! With a strong toy presence and a show airing everyday on Channel 5's Milkshake, Fireman Sam is a popular family favourite. The show provides a strong role model, that teaches children bravery and safety, through humorous and light-hearted entertainment. Our Fireman Sam collection features four popular characters from the TV show, Fireman Sam, Penny Morris, Tom Thomas and Norman Price. Each one of these characters has been re-imagined in cute chibi style and hand-crafted, using super soft plush fabrics, highly detailed embroidered facial features and printed clothing.





**312778**

Boj

*Approx. 25cm / 5 Asst / 48pcs*

Boj is the fantastic hit Cbeebies pre-school animation full of creativity and laughter. Boj shows us all how to loosen up, be free-thinking, creative, pro-active, resourceful and ultimately how to put aside our differences! Featuring a catchy theme song by Jason Donovan, known for his lead role in "Joseph and the Technicolour Dream Coat", Boj is a entertaining and fun for all the family. We have been incredibly privileged to have worked closely with the creators of the show to bring Boj and his friends to life, as a super cuddly plush collection. This colourful collection has been hand crafted from the finest soft plush fabrics, with every detail embroidered to perfection and finally filled with a bouncy hollow fibre stuffing.

# SANRIO CHARACTERS





### 310583

Sanrio Characters

*Approx. 20cm / 6 Asst / 48pcs*

Say hello to Kitty White and all her friends! With a range of exciting lifestyle app releases, fashion and licensing collaborations, Sanrio characters proves to be as iconic as ever. This years release is a brand new collection of Sanrio collectible plush toys, featuring the most popular members of the Sanrio Family. This collection features 6 characters, Hello Kitty, Keroppi, Bad Badtz-Maru, My Melody, Tuxedo Sam and last but not least Pompompurin. Each of these popular characters have there own individual long standing history of collectible cuteness. Each piece is lovingly hand made with our signature super soft boa fabric and extremely cuddly hollow fibre stuffing.

**HELLO KITTY**  
The Kitty White | Bag Collection



**311153**

Hello Kitty Hand Bags

4 Asst / 24pcs

Hello Kitty is more popular than ever and continues to be prevalent amongst fashion conscious teens and kids across the globe. To celebrate this we have designed a shiny new Hello Kitty sequin handbag. This beautiful new design encapsulates the unique combination of fun, fashion, glitz and glamour that reflects the Hello Kitty brand. Available in 4 eye catching vibrant colours, each bag includes colour coordinated bow zip and bag strap.

**HELLO KITTY**  
*The Kitty White* | Collection



### 310903

The Kitty White Collection

*Approx. 25cm / 4 Asst / 48pcs*

Hello Kitty is a worldwide phenomenon and hugely influential for girls of all ages. For the Kitty White Collection we have chosen to produce a product that is iconically Hello Kitty, she is available in a variety of vibrant colours and textured materials. The corduroy is soft and tactile and the satin bows pop and burst with colour. No Hello Kitty collection can truly be complete without this iconic and elegantly minimalist piece.



# SONIC™

THE HEDGEHOG

**311788**

Sonic The Hedgehog Solid

*Approx. 30cm / 1 Design / 36pcs*

**311795**

Sonic Friends Mix

*Approx. 30cm / 4 Asst / 36pcs*

Our very own company mascot also known as the world's fastest hedgehog, 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 collectable Sonic The Hedgehog soft toys. Produced with super soft plush fabrics and weighted beanie bottoms, these are simply the cuddliest Sonic toys we have ever made!



Artist Collection

# THE DOG™



A Pug's Life

Collection

[www.thedogandfriends.com](http://www.thedogandfriends.com)



**320995**

The Dog A Pug's Life

*Approx. 22cm / 4 Asst / 48pcs*

The super cute pug breed has become a global sensation. With pug themed merchandise trending worldwide, no collection is truly complete without our fabulous new Artist's The Dog - A Pug's Life plush toys. This collectable range features 4 exciting designs, the satin bow pug, hilarious moustache pug, fabulous tutu pug & super geek pug. This 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.



*I feel like a*  
**Unicorn**

**312280**

I Feel Like A Unicorn

*Approx. 20cm / 3 Asst / 48pcs*

The legendary unicorn has captured the imagination of children since ancient times. Today unicorns have seen a resurgence of popularity, fuelled by the magic of social media meme's, unicorn merchandise sales have soared! So let your imagination run wild with our very own I Feel Like a Unicorn, a collection of cuddly plush unicorns. There are three to collect, featuring glittering eyes, vibrantly coloured fluffy manes, highly detailed, soft white plush fur, shimmering wings and horns. This adorable range is certain to attract and delight, lovers of all things cute.

# DINOKINS

## COLLECTION



TYRANNOSAURUS-MAX



TREVOR-CERATOPS



DENNY-DOCUS



LEAH-DACTYL



**312198**

Dinokins

*Approx. 25cm / 4 Asst / 48pcs*

Dinosaurs are a staple children's favourite and currently showing a huge spike in trends across children's home and fashion. Fortunately, after millions of years of extinction, Sega Prize has discovered a species of dinosaur that survived the ice age. Meet the Dinokins, Tyrannosaurus-Max, Trevor-Ceraptops, Denny-Docus and Leah-Dactyl, our very own collectable range of cuddly plush dinosaurs. The Dinokins come in four vibrant colours, featuring highly detailed embroidery, super soft plush fabrics and huge glittery eyes. This adorable range of cuddly dinosaurs is certain to attract and delight lovers of all things cute.

# TOKIO | RECON





WiFi  
Controlled



On Board  
Camera



Live Video  
Feed



Auto Flip  
Function



6 Axis  
Gyroscope

**313942**

Tokio Recon

*1 Design / 5pcs*

Tokio Recon is our app controlled camera drone. By emitting a Wi-Fi signal, the camera drone can be controlled through a downloadable app, available from Google Play Store or iOS App Store. The Tokio Recon gives you the ability to fly freely within 30 meters of your device, whilst receiving a live feed from its on board camera. In addition it can also remotely record video footage and take photo stills all from the comfort of your hand-held device. This drone is easy to fly, by using the height lock function, all you need to do is steer and you can even use the auto flip feature to show off stunts and tricks! Our attractive Tokio Recon packaging is designed to fit keymaster and the vast majority of prize vending machines.



# TOKIO | SPY





WiFi  
Controlled



Adjustable  
Camera



Live Video  
Feed



Record  
Video



Take  
Photos



Multi-Terrain

**313881**

Tokio Spy

*1 Design / 5pcs*

Tokio Spy is our app controlled mini spy tank. By emitting a Wi-Fi signal, the mini spy tank can be controlled through a downloadable app, available from Google Play Store or iOS App Store. The Tokio Spy gives you the ability to drive around on various terrain, whilst receiving a live feed from its adjustable on board camera. In addition it can also remotely record video footage and take photo stills all from the comfort of your secret location. Our attractive Tokio Spy packaging is designed to fit keymaster and the vast majority of prize vending machines.



# TOKIO | DRONE





Radio  
Controlled



2.4GHz  
Transmitter



3cm  
Nano Size



Auto Flip  
Function



6 Axis  
Gyroscope



LED  
Lights

**313959**

Tokio Drone  
*1 Design / 5pcs*

Tokio Drone is our remote controlled nano drone. The incredibly compact nature of the 3cm drone allows it to nest neatly within the ergonomically designed controller, so that it is easily transported and well protected. As a quadcopter this tiny aircraft is easy to learn to fly and with practice very quickly you will master the 6 axis gyroscope flight control system, allowing you to perform aerobatic stunts and flip with precision and ease. Tokio Drone features built in LED lights so that it is clear and easy to locate no matter the flight conditions. Our attractive Tokio Drone packaging is designed to fit keymaster and the vast majority of prize vending machines.



# TOKIO | RACER



Radio  
Controlled



Aerodynamic  
Shape



Pocket  
Sized



**313904**

Tokio Racer

*1 Design / 5pcs*

Tokio Racer is a pocket-sized, radio controlled formula one style race car. This simple radio controlled car features bright LED lights, an eye catching blue design and incredibly intuitive controls. The Tokio Racer is presented in a clear plastic display box that the remote control nests under, so that you can proudly collect and beautifully display the Tokio RC range upon your mantle.

# TOKIO | SPEED

**313911**

Tokio Speed

*1 Design / 5pcs*

Tokio Speed is a pocket-sized, radio controlled speed boat. This radio controlled speed boat features incredibly intuitive controls, eye catching green design and skims smoothly across the water. The Tokio Speed is presented in a clear plastic display box that the remote control nests under, so that you can proudly collect and display the Tokio RC range on your mantle.



Radio  
Controlled



Floats On  
Water



Pocket  
Sized

# TOKIO | HOVER



Radio  
Controlled



Floats On  
Water



Pocket  
Sized



**313935**

Tokio Hover  
*1 Design / 5pcs*

Tokio Hover is a pocket-sized, radio controlled hover craft. This radio controlled hover craft features incredibly intuitive controls, eye catching red design and skims smoothly across the water. The Tokio Hover is presented in a clear plastic display box that the remote control nests under, so that you can proudly collect and display the Tokio RC range on your mantle.

# TOKIO | SUB

**313928**

Tokio Sub  
*1 Design / 5pcs*

Tokio Sub is a pocket-sized, radio controlled submarine. This radio controlled submarine features incredibly intuitive controls, eye catching yellow design and navigates smoothly under the water. The Tokio Sub is presented in a clear plastic display box that the remote control nests under, so that you can proudly collect and display the Tokio RC range on your mantle.



Radio  
Controlled



Submerges  
Water



Pocket  
Sized

# TOKIO | VR





3D Movies

360° Panoramic  
ContentVirtual Reality  
GamingVirtual Reality  
Touring

## 340290

Tokio VR

*1 Design / 5pcs*

The fully immersive 360-degree media experience virtual reality is proving to be incredibly popular. Although many expensive VR headsets are now available in the market place, the Tokio VR headset stands out from the crowd offering an affordable option by making use of current mobile phone technology. The Tokio VR uses specially designed lens and a secure mobile phone compartment to offer users a 360-degree media experience through a smartphone. Compatible with both Android and iOS the device also features a Blue-tooth controller which pairs to the users smartphone so they can control the content whilst their device is safely cradled within the Tokio VR.



# TOKIO | PHABLET II





Quad Core  
Processor



WiFi



Mobile  
Internet



Storage



5" HD  
IPS Screen



GPS

## 340108

Tokio Phablet II

1 Design / 5pcs

Tokio Phablet II is our latest Android Smartphone. This is a true phablet that boasts a massive 5 inch high definition IPS panel, housed within an elegant piano black fascia, textured white backed shell featuring sophisticated brushed steel bezel. The device is powered by Google's intuitive Android operating system and features a Quad Core Processor, 8GB storage and will record & playback video in full 1080p HD quality. This dual sim device is unlocked for convenience and is not tied to any network, so you can simply insert your own sim card and go.



# TOKIO | TABLET VI





Dual Core  
Processor



Dual Cameras



Storage



WIFI



7.85" HD  
IPS Screen



Bluetooth 3.0

## 340276

### Tokio Tablet VI

1 Design / 5pcs

Tokio Tablet VI is our latest tablet, boasting a huge 7.85 inch LED panel, fast dual core processing power and an aluminum back for an aesthetically pleasing and robust build quality. This amazing device is powered by Google's incredibly intuitive Android operating system and features, a crisp high resolution IPS panel with capacitive multi touch screen functionality, Wi-Fi connectivity, webcam and 4GB storage. Google Playstore is also preloaded so you can start browsing apps and games straight out of the box.



# TOKIO | SELFIE



**340252**

Tokio Selfie

1 Design / 5 pcs

The *Selfie* is defined as a photograph that one has taken of oneself, typically taken with a smart-phone and shared via social media, a trend that has taken the world by storm!. The Tokio Selfie Stick enables you to take perfect Selfies with ease, boasting an extendable telescopic phone cradle with Bluetooth integration for operating the shutter release and zoom. Truly another must have item for operators who cater to to-days young trend conscious and tech savvy customers.



# TOKIO | POWER



2500mAh  
Capacity



USB / AC  
Fast Charging



USB  
In / Out



Solar  
Panel

**340269**

Tokio Power

*1 Design / 5pcs*

Tokio Power is an eco-friendly solar powered battery pack that is compatible with all your devices and has the option to charge via USB. With front solar panel and USB charging options, it gives you the freedom to re-charge wherever you are. Providing power at your fingertips, Tokio Power is the perfect green charging solution for all your on-the-go charging needs.

# TOKIO | SOUND XL

**340221**

Tokio Sound XL

*1 Design / 4pcs*

The Tokio Sound XL speaker seamlessly connects with your smartphone, tablet and laptop devices, wirelessly via sophisticated Bluetooth technology. Providing you with 2.1CH dynamic sound, crystal clear tones and powerful bass, in a minimalist and beautifully considered cube design. Measuring 175mm(H) x 158mm(W) x 165mm(D) the Tokio Sound XL features a handy leatherette handle so it can be easily transported from location to location as a portable sound hub. This is a truly powerful sound box boasting, up to 10 hours of play time, NFC pairing, touch controls and up to 10 metres of Bluetooth range!



Bluetooth



NFC Pairing



Touch Controls



2.1CH Dynamic Sound



Hands Free



Portable Design



Up To 10 Hours Play Time



3.5mm Input

# Tokio Sound

**340184**

Tokio Sound

*1 Design / 4pcs*

The Tokio Sound speaker boasts the same features as its big brother but in a convenient compact size. This device wirelessly connects with your tablet, mobile and laptop 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!





**Trevor Clarke**  
*Head of Merchandise*



**Denny Wong**  
*Product Development  
Manager*



**Maxine Davison**  
*Sales Executive*

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](mailto:sega.prize@sega.co.uk)

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