

# Sega Prize Europe!

2015 COLLECTION





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Welcome to the Sega Prize official catalogue for the 2015 season. Over the last year we have once again been working away to bring you the hottest trend setting and must have products for your operations.

The demand for our top quality licensed plush lines have been phenomenal, so we've continued with these and will be offering Sonic the Hedgehog, Doodle Jump, Plants vs. Zombies and Hello Kitty Ballerina throughout the season. At the same time we have expanded upon our licensed ranges to bring you the beautiful Hello Kitty sequin hand bags and The Kitty White Collection plush range, both of which we are expecting to be popular lines, as early pre-orders and reviews so far have been incredibly positive.

Trends are very important to Sega Prize and we are always looking out for the latest trend products out there. The Squeeze Me Piggies are exactly that and we are incredibly excited to launch this hilarious product and bring a little humour to the marketplace.

Over the years the Tokio brand has been incredibly successful and has built a fantastic reputation for reliability and great quality products. This season we are introducing the latest lifestyle technology products to our collection, Sega Prize expects great things from the Tokio Tablet Plus, Tokio Selfie and the Tokio Power, as the first items in the range to receive the brand new Tokio Technology rebrand, these products look and are exceptionally good.

As always we hope you enjoy our latest offerings as much as we have enjoyed developing them for you. We can hardly wait for you to see them!

Trevor Clarke

A handwritten signature in black ink, appearing to read 'T Clarke'.

Head of Merchandise Division  
Sega Prize Europe



Sanrio



HELLO KITTY

*The Kitty White*

Bag Collection



USED UNDER LICENSE.  
SANRIO GMBH  
© 1976, 2015 SANRIO CO., LTD.



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 Handbags	24pcs per carton
Sequin Hand Bag	Carton Dimensions 56 x 47 x 42 cm
Product 311153	Carton Weight 8 kg
4 designs assorted	



# HELLO KITTY

*The Kitty White*

---

Collection



Pink Ribbon



Red Ribbon



Blue Ribbon



Purple Ribbon

Hello Kitty is a worldwide phenomenon and hugely influential for the girls market all across the world. With The Kitty White Collection, this year we have chosen to strip back and produce a product that is iconically Hello Kitty 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.

The Kitty White Coll.	48pcs per carton
Approx 25cm Soft Toys	Carton Dimensions 72 x 70 x 44 cm
Product 310903	Carton Weight 10.58 kg
4 designs assorted	

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

# Hello Kitty®



## *Bella Ballerina*



Sanrio  
LICENSE



USED UNDER LICENSE.  
SANRIO GMBH  
© 1976, 2015 SANRIO CO., LTD.



*Pretty in Pink*



*Lovely Lavender*



*Sherbet Lemon*



*Aqua Marine*



*Pretty in Pink*

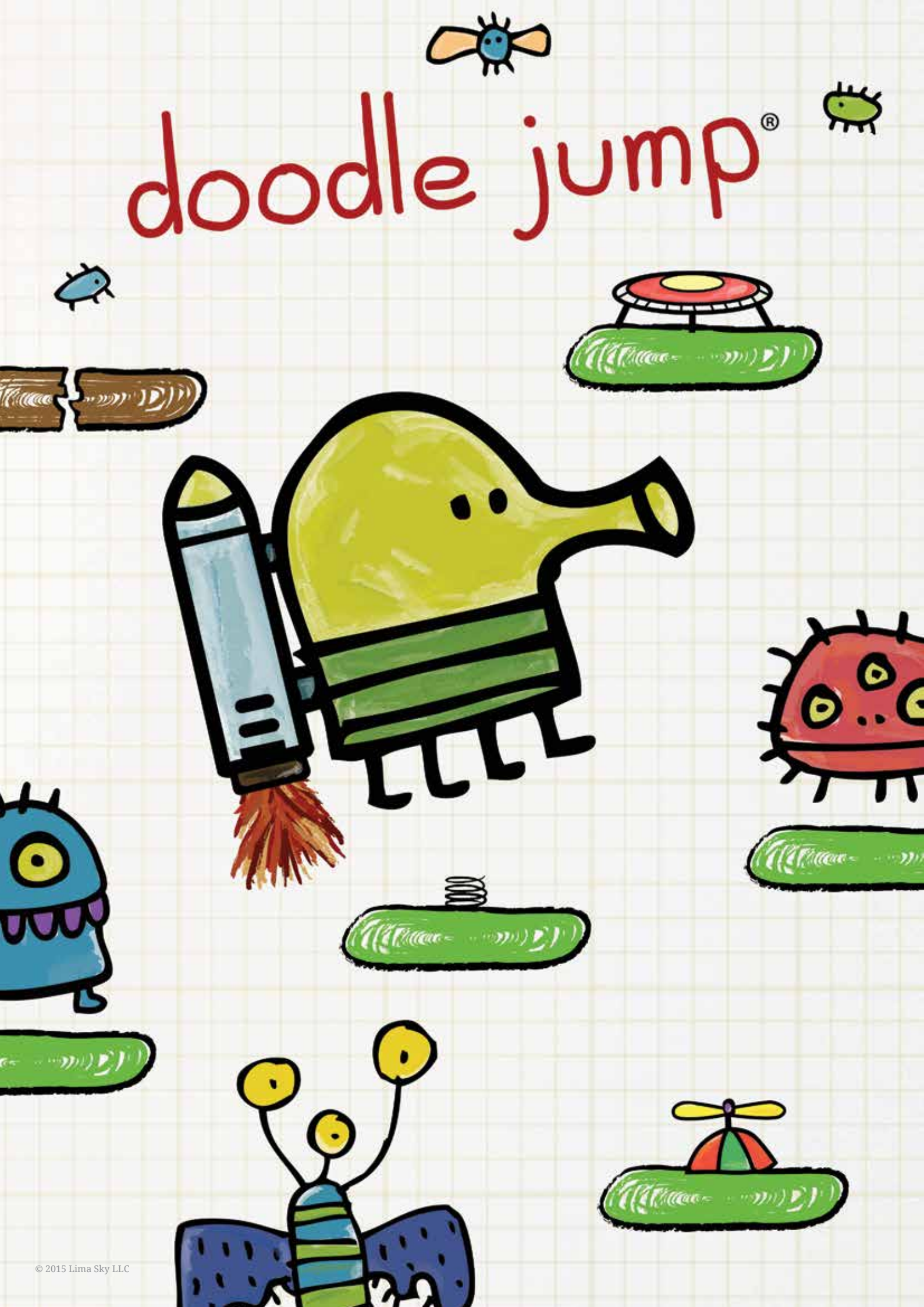


Hello Kitty has been lovingly crafted in Ballerina attire, featuring four vibrant satin colours that will delight ages young and old. This adorable character's first appearance was in 1974 and the phenomenon continues to delight all ages with her fashionable appeal. Hello Kitty, whose real name is Kitty 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)

# doodle jump<sup>®</sup>



space



jungle



classic

ninja



soccer



undersea



A pioneer of the iOS App phenomenon, 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 and 'ZOMBIES' is grey. 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, and several different types of zombies like a Yeti, a Wizard, and a Football Zombie. The background is a bright yellow.

# PLANTS VS. ZOMBIES™



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



**Zombie**



**Sprinter  
Zombie**



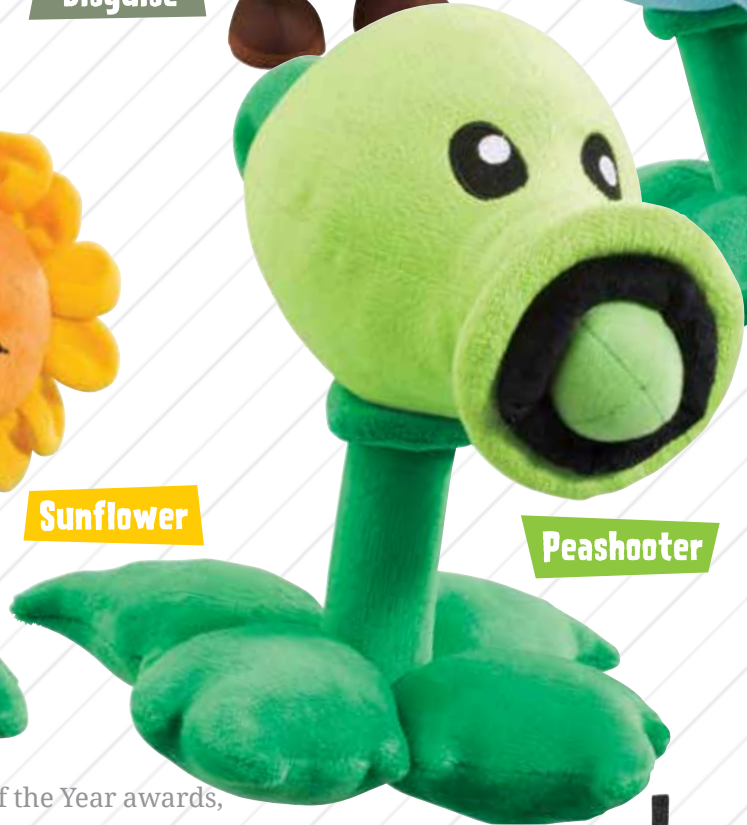
**Zombie in  
Disguise**



**Snow Pea**



**Sunflower**



**Peashooter**

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)



# SONIC™

THE HEDGEHOG



**SONIC**  
THE HEDGEHOG



**AMY**  
AMY ROSE



**KNUCKLES**  
THE ECHIDNA



**SHADOW**  
THE HEDGEHOG



**TAILS**  
MILES "TAILS" PROWER

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







**Power Pooch**  
(Labrador Retriever)



**Cold Canine**  
(Siberian Husky)



**Pretty Pup**  
(Chihuahua)



**Hot Hound**  
(King Charles Spaniel)



**Bad Bowwow**  
(Beagle)



**Fast Fido**  
(Dalmatian)

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	





**SQUEEZE ME**

**PIGGIES**



Squeeze The Squeeze Me Piggies and hear them oink! They are loud, bright and so much fun! Never fail to bring out smiles with this comedic oink machine loved by kids and adults alike. There are 4 fantastic colours to collect, that display wonderfully next to each other, each colour complimenting the next. Let their funny faces and hilarious sounds entertain you and those around you for hours on end!

Squeeze Me Piggies	36pcs per carton
Approx 21cm Soft Toys	Carton Dimensions 39 x 29 x 62 cm
Product 313898	Carton Weight 7.50 kg
4 designs assorted	



happy  
snacks.





**Debbie**

*the donut with sprinkles and glossy pink icing*



**Robbie**

*the rainbow fruits ice lolly*



**Chuck**

*the chocolate sauce vanilla ice cream with sprinkles*



**Louie**

*the lolly with chocolate sprinkles*



**Sally**

*the strawberry ice cream with sprinkles*



**Davey**

*the donut with sprinkles and glossy blue icing*

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



happy snacks.

FAMILY RESTAURANT



HOTDOG MEAL



PIZZA MEAL



## Happy Snacks



**Frank**

*the finger licking  
fried chicken drum stick*



**Henry**

*the hot dog  
with ketchup and mustard*



**Peter**

*the pop drink  
refreshing fizzy*



**Bobby**

*the burger  
with lettuce and cheese*



**Paulo**

*the pepperoni pizza  
cheesy and spicy*



**Freddy**

*the french fries  
tasty and crispy*

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



# TOKIO

TECHNOLOGY







Dual Core Processor



Storage



7.85" HD LED Screen



Dual Cameras



WIFI



Bluetooth 3.0

Tokio Tablet Plus is our newest tablet now boasting a larger screen, faster specs and an aluminium back for an aesthetically pleasing and robust build quality. This amazing device features the Android OS 4.4 KitKat, 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 Plus

5pcs per carton

7.85" Tablet PC

Carton Dimensions  
41 x 25 x 18 cm

Android 4.4 OS

Carton Weight  
3.80 kg

Product 340245



# TOKIO

TECHNOLOGY





Wireless Control



Extendable



Supports iOS & Android



Bluetooth Connectivity



USB Charging



60,000 Shots Per Charge

Defined as a photograph that one has taken of oneself, typically one taken with a smartphone and shared via social media, the Selfie has taken the world by storm! The Tokio Selfie Stick makes taking Selfies easier than ever before! Tokio Selfie boasts 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 today's young trend conscious and tech savvy customers.

Tokio Selfie	5pcs per carton
Telescopic Monopod	Carton Dimensions 33 x 22 x 14 cm
Bluetooth	Carton Weight 1.50 kg
Product 340252	

# TOKIO

TECHNOLOGY





2500mAh  
Capacity



USB / AC  
Fast Charging



USB  
In / Out



Solar  
Panel

Tokio Power is a portable eco-friendly solar powered battery pack, it 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 Power

5pcs per carton

Solar Power Bank

Carton Dimensions  
19 x 19 x 11cm

2500mAh

Carton Weight  
1.30 kg

Product 340269



# TOKIO

## TECHNOLOGY



Powered by  
Android™ OS 4.2



Dual Core Processor



Storage



7" HD LED Screen



Dual Cameras



Bluetooth 3.0



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 3.0	5pcs per carton
7" Tablet PC	Carton Dimensions 41 x 16 x 24 cm
Android 4.2 OS	Carton Weight 3.4 kg
Product 340238	



  
**Tokio**  
Technology



Powered by  
Android™ OS 4.2





Dual Core Processor



Mobile Internet



Dual Sim Support



Bluetooth



GPS



Storage

The Tokio Smartphone 2.0 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 you're making calls, texting or answering your emails, the beautifully intuitive interface makes conducting any task simply a pleasure. Tokio Smartphone 2.0 is SIM-Free so you can easily plug in your SIM and off you go!

Tokio Smartphone 2.0	5pcs per carton
4" Smart Phone	Carton Dimensions 33.5 x 16 x 10 cm
Android 4.2 OS	
Product 340207	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





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 you're skating, biking, surfing or sky diving, the Tokio Active won't 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





High Fidelity  
Sound



Wireless  
Bluetooth



NFC  
Pairing



Touch  
Controls



Up to 10 hours  
Play Time



Hands  
Free

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



Tokio  
Technology







Music Player



Hands Free



Wireless Bluetooth



Capacitive Touch Screen



Phone Notifications

Precisely crafted to integrate into your daily technological experience, Tokio Time Smart Watch enables users to answer calls, receive messages, play their music, as well as access many more exciting features, all from the convenience of an elegantly designed minimalist wristwatch. Tokio Time boasts a 1.4-inch super responsive touch screen displaying an intuitive user interface, which connects to your smartphone via Bluetooth.



Tokio Time

5pcs per carton

Smart Watch

Carton Dimensions  
35 x 14.5 x 11 cm

Bluetooth 2.0

Carton Weight  
1.2 kg

Product 340191

# STS

SEGA TOTAL SOLUTIONS





STS offers the full range of redemption tickets which have been tested with all the major ticket dispensers. We offer personalised or generic tickets at competitive prices and hold substantial stocks in our warehouse. These tickets are of the highest quality and have been used within the UK for many years.

Custom design service

No artwork charge

Up to 5 Colours per ticket

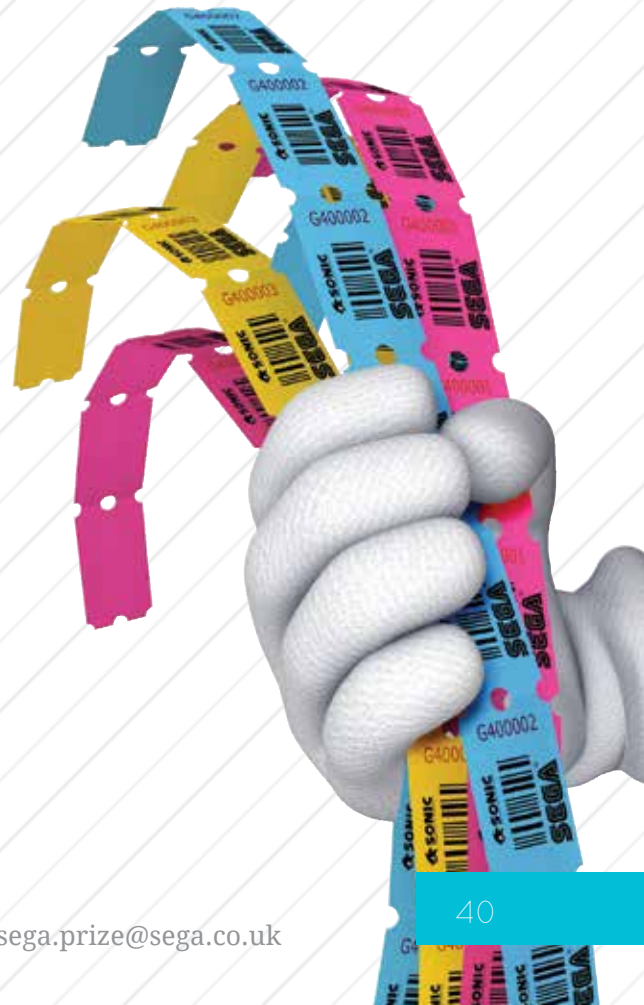
Bar coding for increased security

Compatible with all ticket eaters.

High quality, low-dust tickets to reduce paper dust clogging.

Our tickets are supplied throughout Europe and beyond.

STS supply generic tickets from stock





*Simply the Best*

**THERMAL PRINTER**  
**AUTO-CUTTER**  
**COUNTING SPEED**  
**640 TICKETS/MIN**  
**SACK CAPACITY**  
**90,000 TICKETS**  
**AUTOMATIC EXPULSION**  
**STANDARD 90MM ROLL**  
**1,100 RECEIPTS**  
**130MM (KITXSP) ROLL**  
**2,400 RECEIPTS**

**HEIGHT: 150CM**  
**(176cm w/heading)**  
**WIDTH: 50CM**  
**DEPTH: 40CM**  
**WEIGHT: 30KG**





Players feed their redemption tickets into the Galileo Ticket Eater and the machine makes eating and burping noises to entertain players. As the tickets are eaten the machine displays the running total on a dot matrix display and then issues a voucher that can be exchanged for prizes at a kiosk.

The dot matrix can also be used for displaying customised messages and offers. The Galileo Ticket Eater is designed to be used either as a standalone machine or in conjunction with the Galileo Redemption POS terminal so players can save their points directly onto VIP cards.

**Technical Characteristics:**

Counting speed: 640 tickets/min

Sack capacity: 90,000 tickets

**Printer:**

Thermal with auto-cutter & automatic expulsion

1.100 receipts with standard 90mm roll

2.400 receipts with 130mm (kit XSP) roll

**Dimension:**

D400mm W500mm H1760mm 30kg

D16" W20" H69" 66lbs



*Time for Change*

**STYLISH DESIGN**

**COINS IN / COINS  
OR TOKENS OUT**

**VENDS UP TO 3 COINS/SEC  
HOLDS £240 / 2p COINS  
HOLDS £1200 / 10p COINS  
HOLDS €1200 / 20c COINS**

**HEIGHT: 141CM  
WIDTH: 46CM  
DEPTH: 40CM**





The new CM1 Sega Change machine from STS is not only super-fast at processing change but has a clean, stylish design which would look great in any location. The Sega Change Machine is also incredible reliable with extensive testing having taken place for the last 6 months in our own operations.

Features:

- Coins in / coins or tokens out
- Pays out up to 3 coins per second
- Available for 2p, 10p or Euros
- Illuminated change header

Dimensions:

- D330mm W460mm H1410mm
- D13" W180" H56"



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



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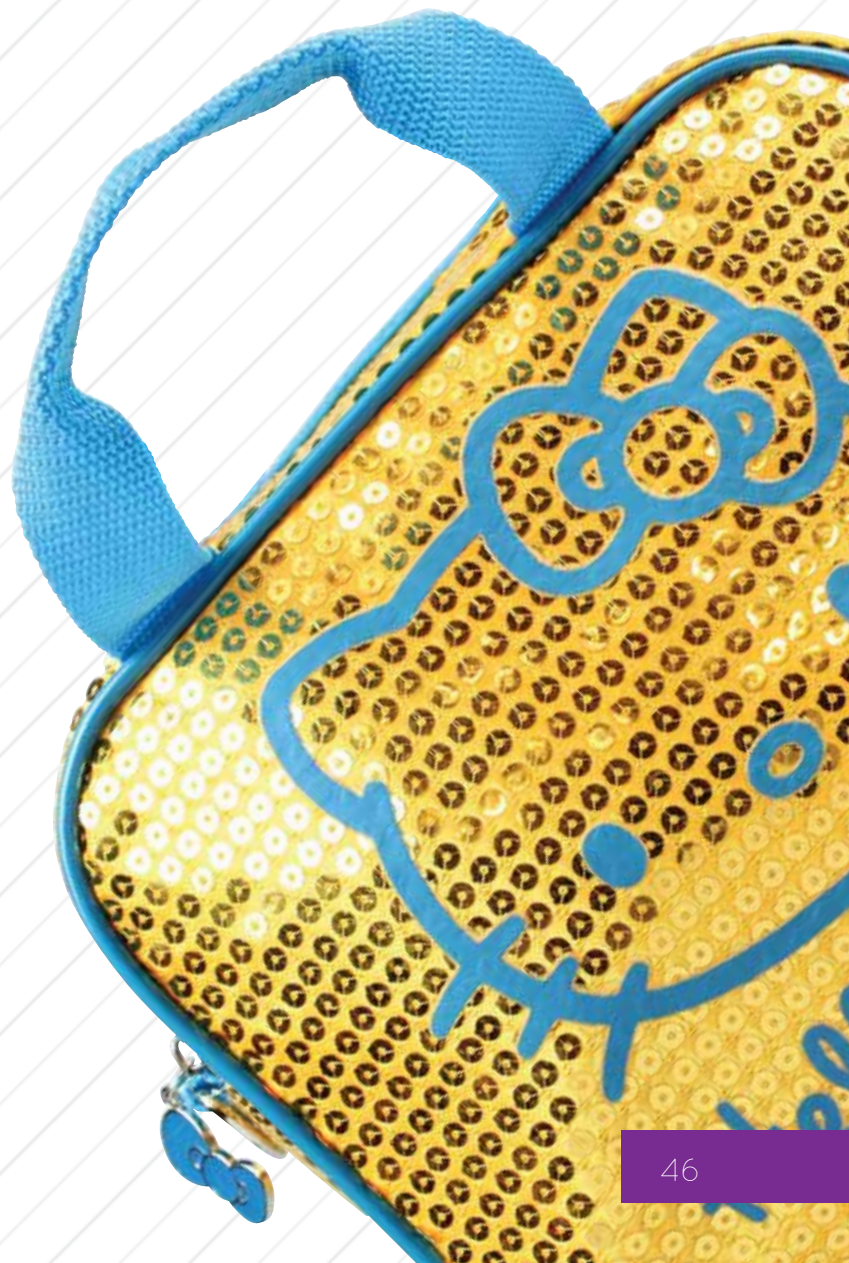
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