

# Sega Prize International



2016 COLLECTION

SEGA®



Tokio Drone Pages 20-21



Hello Kitty Mermaid Pages 4-5



Tokio Phablet Pages 24-25



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Welcome to the Sega Prize official catalogue for 2016. Once again, we are incredibly proud to be releasing some fantastic new must have products for the coming season. This is going to be another exciting year for Sega Prize as we are set to bring you some brand new licensed products for the Summer, based on the hit CBeebies show Boj and the spectacular animated TV show Sonic Boom.

We're starting off the season by launching our innovative new range of Tokio brand RC toys, featuring an incredible nano drone and amazing app controlled spy tank. These will be arriving early March, perfect timing to refresh your Keymasters, prize machines and bolster those busy redemption counters.

At Sega Prize we always aim to be ahead of the curve, carefully forecasting product and design trends to develop the best possible plush lines for you. This year Sega proudly presents 2 brand new original plush collections "Dinokins" and "I Feel Like A Unicorn." These have been meticulously designed to provide operators with beautifully crafted, fashionable crane pieces, which will attract and delight visitors and Sega Prize collectors across the globe.

Our evergreen licenses, Hello Kitty and The Dog, have remained as popular as ever and as per usual we have given them both a full make over. Hello Kitty is now available as an elegant glittering mermaid, supported by the current popular mermaid trend, little girls across the globe will not be able to resist our beautiful new Hello Kitty Mermaid collection. Pug's are a worldwide phenomenon and pug merchandise is trending with pug fans worldwide! No collection would be complete without our fabulous new Artist's The Dog - A Pug's Life plush toys.

As always we hope you enjoy our latest offerings as much as we have enjoyed developing them for you and we very much look forward to showing them off to you.

A handwritten signature in black ink, appearing to read 'T Clarke', written in a cursive style.

Trevor Clarke  
Head of Merchandise Division  
Sega Prize International



**Brand New Plush  
Coming Soon**

# BOJ™



Boo! I'm Boj!

- The popular CBeebies preschool TV show
- Appealing equally to boys & girls
- Average audience age of 4.5 years
- Enjoyed by millions across the world!



Let's Get Boj-ing!

- Improvisation
- Creativity
- Self-Expression
- Fun Upcycling



Boj-a-boom!

- Standalone Boj magazine in shops next month
- "Boj World" coming to West Midland Safari Park
- Album with Jason Donovan coming soon
- Plush & merchandise launch in 2016

This year  
get Boj-ing  
with CBeebies'  
favourite bilby!





*Hello Kitty*  
Mermaid Collection



**310804**

Hello Kitty Mermaid

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

Mystical Mermaids have seen a tremendous surge in popularity. This current trend transcends all ages and has taken the fashion world by storm. This year we are offering Hello Kitty as an elegant glittering mermaid, little girls of all ages across the globe will not be able to resist our beautiful Hello Kitty Mermaid collection. Her iconic bow has been paired with a beautiful, glittery heart-shaped tail in a variety of four vibrant colour combinations, taking this classic character on a magical underwater journey.

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

**HELLO KITTY**  
The Kitty Way | 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.

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

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.



**311788**

Sonic The Hedgehog Solid  
Approx. 30cm / 1 Design / 36pcs

**311795**

Sonic Friends Mix  
Approx. 30cm / 4 Asst / 36pcs

Our iconic company mascot, Sonic the Hedgehog is celebrating his 25th Anniversary! 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 side kick 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!



**BRAND NEW PLUSH  
COMING SOON**

**SEGA**

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Gulde 1 Productions. All rights  
reserved.



**308887**

Plants vs. Zombies

*Approx. 25cm / 6 Asst / 48pcs*

Winner of more than 30 Game of the Year awards, Plants vs. Zombies is the chart topping iOS and Android gaming success. Due to the highly anticipated release of Plants vs. Zombies Garden Warfare 2 this Spring 2016, 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!



### 310903

Doodle Jump

Approx. 22cm / 6 Asst / 36pcs

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.



*I feel like a*  
**Unicorn**



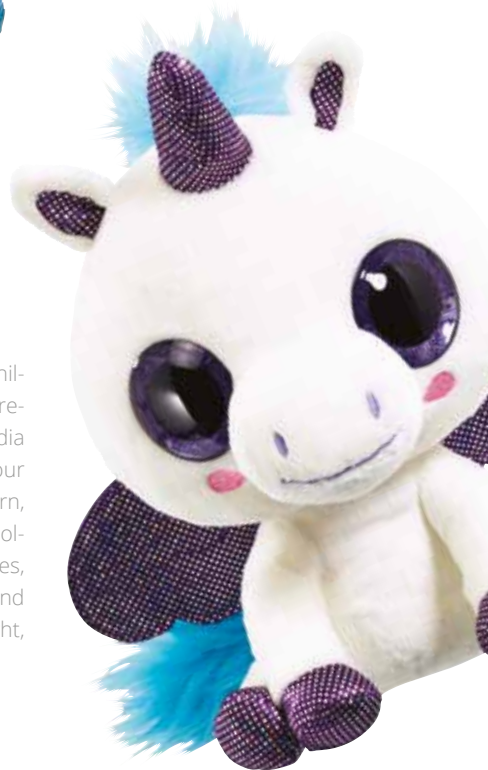


**312280**

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 velboa 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 | SPY



TOKIO | SPY

The App Controlled wireless Spy Car



WiFi  
Controlled



Adjustable  
Camera



Live Video  
Feed



Record  
Video



Take  
Photos



Multi-Purpose

TOKIO | SPY

The App Controlled wireless Spy Car



WiFi  
controlling



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



2.2cm  
Nano Size



4 x Propeller  
Quadcopter



6 Axis  
Gyroscope



LED  
Lights

## 313898

### Tokio Drone 1 Design / 5pcs

Tokio Drone is our remote controlled nano drone. The incredibly compact nature of the 2.2cm 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  
(Coming Soon)

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  
(Coming Soon)

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 | PHABLET





Quad Core  
Processor



WiFi



Mobile  
Internet



Storage



5" HD  
LED Screen



GPS

## 308030

Tokio Phablet

1 Design / 5pcs

Tokio Phablet is our latest Android Smartphone. This is a true phablet that boasts a massive 5 inch high definition LED panel, housed within an elegant matte white, minimalist shell featuring sophisticated chrome highlights. 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 +





Dual Core  
Processor



Dual Cameras



Storage



WiFi



7.85" HD  
LED Screen



Bluetooth 3.0

## 340245

### Tokio Tablet Plus

*1 Design / 5pcs*

Tokio Tablet Plus is our latest tablet, boasting a huge 7.85 inch LED panel, fast dual core processing power and an aluminium back for an aesthetically pleasing and robust build quality. This amazing device is powered by Google's incredibly intuitive Android operating system and features, 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 smartphone 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 todays young trend conscious and tech savvy customers.



Wireless  
Control



Extendable



Support  
iOS & Android



Bluetooth  
Connectivity



USB  
Charging



60,000 Shots  
Per Charge

# 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 | TIME



**340191**

Tokio Time

1 Design / 5 pcs

Precisely crafted to integrate into your daily technological experience, Tokio Time Smart Watch enables users to answer calls, receive messages, play music, as well as access many more exciting features, all from the convenience of a 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 | 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!



# Tokio ♥ Wireless



**340177**

Tokio Wireless

*1 Design / 5pcs*

The Tokio Wireless uses sophisticated technology to pair with any Bluetooth enabled device and offers a completely cable free 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 ♥ Active



## 340160

Tokio Active

*1 Design / 5pcs*

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.





Sega Amusements International Ltd is a renowned industry leader in the world of video gaming and we have excelled in the creative development and manufacturing of legendary coin operated titles over the past 20 years. Sega Prize International, a division of Sega Amusements International Ltd, specialises in providing family entertainment centres and amusement locations with colourful, creative and premium quality licensed plush and merchandise. This is a dynamic team of future thinkers whose aim is to innovate and develop beautiful products that create cherished life long memories for consumers around the globe.

Sega Prize Japan supplies more than 20 million pieces of plush each year to their domestic market, supplying premium quality Disney, Hello Kitty & Peanuts Licensed merchandise amongst others for over 25 years. Sega Prize International was established in 2007 as a high end alternative for the EMEA leisure market following in the footsteps of it's sister company, offering a combination of affordable premium quality licensed merchandise, a proven formula for success.



In 2009 Sega Prize International successfully tendered the Hello Kitty license for UK, EMEA and Baltic States. Utilising an experienced distributor network, Hello Kitty proved to be tremendously successful. The high quality plush Sega developed with the Hello Kitty license created a huge demand in the leisure channel, this drove Sega Prize to grow their merchandise program by acquiring licences that compliment their focused portfolio.





Sega possesses a vast experience in manufacturing for kids, understanding the target audience within our channel is the key to a successful range of merchandise. We have always got our fingers on the pulse, which allows us to forecast, identify and partner with the most popular licenses within youth culture. This approach is taken into consideration with every license tendered, thus ensuring each brand compliments our focused portfolio and specialist product categories.



Sega Prize International takes great pride in producing high quality products and firmly believe that creativity and innovation is core to creating great merchandise. Sega loves great character design and this is demonstrated by our own brand collections. Our expertise in character development and soft toys allows us to easily translate two dimensional characters from established brands and bring them to life as fantastically cuddly plush creations, encapsulating the personality, feel and intentions of the original creator.

Our products are tested and conform to the latest toy safety standards i.e. EN71 Parts 1, 2, 3, 9, Colour fastness & Azo Dyes. Sega Prize International has close relationships with our associated bodies Intertek and SGS. We regularly keep up to date with additions and changes in required safety standards and consistently check and review our products from conception through to production and delivery. This ensures our products are not only safe but are of the highest quality standard.





**Trevor Clarke**  
*Head of Merchandise*



**Denny Wong**  
*Design & Development*



**Maxine Davison**  
*Sales Executive*



**Leah Jones**  
*Sales & Logistics Support*

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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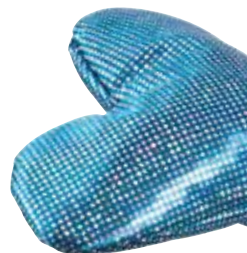
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