SEGA is one of the most active, creative and productive developers the industry has ever known. It has shaped generations and entered the lives of millions of people around the world and continues to do so to this day.
BIENVENIDOS A

SEGA® amusements international

En nombre de todo el equipo de SEGA AMUSEMENTS INTERNATIONAL, les doy la bienvenida a lo último de nuestros catálogos anuales que ofrecen una gama innovadora, emocionante, clásica y dinámica de productos de entretenimiento probados.

Consideramos que nuestro negocio es su negocio y, como tal, estamos dedicados a través de la investigación y el desarrollo para ofrecerle los mejores productos disponibles que le permitan hacer crecer su negocio con éxito. Estamos orgullosos de un enfoque personalizado en todo lo que hacemos, pueden estar seguro de un nivel de atención en el que usted y su equipo pueden confiar. Buying through Sega is buying with confidence.

Comprar a través de Sega es comprar con confianza.
On behalf of the entire SEGA AMUSEMENTS INTERNATIONAL team, I welcome you to the latest of our annual catalogues featuring an innovative, exciting, classic and dynamic range of proven amusement products.

We view our business as your business and as such are dedicated through research and development in bringing you the best products available to allow you to successfully grow your business. Priding ourselves in a personable approach in everything we do, you can be assured of a level of care that you and your team can depend on.

Buying through Sega is buying with confidence.
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Our US sales team has over 60 years combined coin-op experience. This gives them an exceptional level of market and product knowledge and allows them the unique ability to provide you with the solutions you need to successfully run your business. Give them a call – they’re always happy to help!

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Play It! Amusements, Inc. is North and South America’s exclusive provider of parts and service for all SEGA coin-operated amusement games past, present and future. This includes all 3rd party games exclusively distributed by SEGA.
HOUSE OF THE DEAD: SCARLET DAWN

Having defined the genre way back in 1997, House Of The Dead returns to deliver an unparalleled horror action experience for all. Every aspect of the game is designed to deliver a unique, chilling experience. Using the latest technology, and bringing a variety of immersive features to work alongside the in-game action, this game delivers an epic experience of terror, unlike anything you have ever seen before!

- **INNOVATIVE SUPER DELUXE CABINET**
- **5 EPIC GAME MISSIONS**
- **IMMERSIVE 5-D EXPERIENCE - SURROUND SOUND, BASS SHAKER, AMBIENT LIGHTING, WIND EFFECTS & CUTTING EDGE GRAPHICS**
- **GAME CHANGING GUN CONTROLLER**

DIMENSIONS:
- **D** 2150mm | **W** 1450mm | **H** 2310mm
- **D** 84” | **W** 57” | **H** 90”

SCREEN SIZE
- **55”**

1-2 PLAYERS | VIDEO GAME | ACTION | LANGUAGES

SCAN QR CODE TO VIEW PRODUCT VIDEO

www.segaarcade.com
TRANSFORMERS™ Shadows Rising, the long-awaited follow up to the smash hit licensed video game TRANSFORMERS™ Human Alliance, partners players with the three movie’s stars, Optimus Prime, Bumblebee or Sideswipe. Players must battle their way across America, Europe, Asia and even Space to stop the evil Megatron’s plans.

- **BRAND NEW HYPERENERGY TECH LEVER CONTROLLER**
- **OPTIMUS PRIME THEMED CABINET**
- **EASY TO JOIN, ACTION-PACKED, FAST PACED GAMEPLAY**
- **4 EXHILARATING STAGES TO PLAY**
- **ATTRACTIVE CHARACTER BILLBOARD AND DUAL SIDED MARQUEE**

**DIMENSIONS:**
- With Character Billboard
  - D 2120mm | W 1740mm | H 2920mm
  - D 84” | W 69” | H 115”
- Without Character Billboard
  - H 2630mm | H 104”

www.segaarcade.com | 11
DAYTONA® is a registered trademark of the International Speedway, Inc. and licensed to International Speedway Corporation.
THE TRUE LEGEND IS BACK! DAYTONA® USA is the holy grail of arcade racing. First launched in 1994, this brand new entry brings Sega’s #1 racer screeching into the 21st century! Now available in this great new cabinet - designed to fit in more locations!

- HORNET CAR THEMED MARQUEE
- COLORFUL LED EDGE LIGHTING
- 4-WAY GEAR SHIFTER
- TAKE ON UP TO 8 PLAYERS
- 3 BRAND NEW TRACKS
- 3 CLASSIC TRACKS HD REMASTERED
- INSTANT REMATCH FEATURE
- ALL NEW TOURNAMENT MODE

DIMENSIONS (Per Cabinet):
- D 1680mm | W 1080mm | H 2240mm
- D 66" | W 42" | H 88"

1.8 M²
19.3 SQ.FT
SCREEN SIZE 42"
Target Bravo: Operation Ghost puts players in the shoes of highly trained special force agents. They must use precision shooting and quick reactions to complete the mission while using some of the brand new tools at their disposal in this brand new edition of the evergreen SEGA franchise!

- **STRIKING CAMO ARTWORK**
- **START AT ANY STAGE**
- **DOMINATE THE LEADERBOARDS IN A BRAND NEW TIME ATTACK MODE**
- **ALSO AVAILABLE AS AN UPRIGHT CABINET**

**DIMENSIONS:**

**Theatre Cabinet**
- D 1828mm | W 1574mm | H 2463mm
- D 72" | W 62" | H 97"

**Upright Cabinet**
- D 1110mm | W 1440mm | H 2450mm
- D 43" | W 56" | H 96"
HOOPLA

- DESIGNED SPECIFICALLY TO ENCOURAGE PARENTS, KIDS & FRIENDS TO PLAY TOGETHER
- ‘ROLL-UP, ROLL-UP’ STYLE SOUND EFFECTS
- EXCITING BONUS ROUND FEATURE
- PLAY FOR FUN VERSION AVAILABLE
- OPTIONAL TWO PLAYER MARQUEE

The brand new redemption game based on the all-time classic carnival game. With intuitive and fun gameplay, Hoopla is a must play game and will become a classic for generations to come! Players must simply get hoops on the seven pegs to win tickets.

**DIMENSIONS:**

- **Single Game**
  - D 2400mm | W 1138mm | H 2390mm
  - D 94” | W 44” | H 110”

- **Double Game with Marquee**
  - D 2400mm | W 2300” | H 3540mm
  - D 94” | W 90” | H 139”

**www.segaarcade.com**
Pixel Chase is a brand new skill based redemption game in a brightly LED lit cabinet. Players demonstrate their pitching skills by throwing as many balls into the 4x4 LED lit target holes within the time limit. Target holes light up red, green or blue, which correspond to different scores. If the player exceeds the ‘high score’, they win the bonus tickets. The wide cabinet allows multiple players to throw the balls simultaneously. Pixel Chase is perfect for all game centres and FEC.

- **QUICK BALL RETURN**
- **SINGLE OR TWO PLAYERS CAN PLAY SIDE BY SIDE**
- **OPTIONAL MEGA BONUS MARQUEE AVAILABLE**

**Dimensions:**

**Single Game**
- D 2471 mm | W 1053 mm | H 2681 mm
- D 97” | W 41” | H 105”

**Double Game**
- D 2471 mm | W 2114 mm | H 2681 mm
- D 97” | W 83” | H 105”

www.segaarcade.com
Ball Runner is a fantastic new redemption game from SEGA aimed at the whole family. Combining mechanical and digital features the game creates a unique fun player experience. The player slides balls along runners up the playfield to hit lit targets and score points. The more points you score, the more tickets you win.

- **BRIGHT COLORFUL LIGHTING MATRIX**
- **SIMPLE INTERACTIVE GAME PLAY**
- **LOW AND WIDE PLAYFIELD DESIGNED TO ENCOURAGE FAMILY FUN**
- **COMPACT CABINET THAT IS IDEAL FOR ANY LOCATION**

**DIMENSIONS:**
- D 1826mm | W 1006mm | H 2530mm
- D 71” | W 39” | H 99”
- 1.8 M² | 19.3 SQFT
JELLY BELLY®
TICKET BEANANZA

Jelly Belly® Ticket Beananza is SEGA’s latest fun, intuitive ticket redemption, using the world famous confectionery brand Jelly Belly. Players simply push the button to rotate the on-screen multi-coloured wheel. Collect the falling Jelly Belly beans by matching it to the correct colour wheel segment. Win the super ticket bonus by collecting enough beans, but as you collect more the speed and number of beans increases, for a fun and exciting game!

- OFFICIALLY LICENCED GAME
- LOW PLAY FIELD THAT IS IDEAL FOR KIDS AND ADULTS
- SMALL FOOT PRINT
- EYE CATCHING MULTI-COLOURED BRANDING FROM TOP TO BOTTOM
- 65” HD LCD VERTICAL SCREEN

DIMENSIONS:
D 1210mm | W 1100mm | H 3000mm
D 48” | W 44” | H 119”

PRODUCT NOT FINALISED. TRADEMARKS USED UNDER LICENSE FROM JELLY BELLY CANDY COMPANY, FAIRFIELD CA 94533 USA
Maze Escape is the brand new, hit redemption game from SEGA! Guide the ball through the maze by turning the super-sized wheel, and land it in one of the seven prize zones to escape with your ticket win! The game could not be easier to play, and those that play again and again will soon learn to balance, juggle and manoeuvre the ball through the maze! But only true maze masters will have the skill to land the ball in the bonus zone and come away with the big ticket win!

- ILLUMINATED SUPER-SIZED WHEEL CONTROLLER
- QUICK, EASY TO UNDERSTAND GAMEPLAY
- FUN, COLORFUL THEMING TO ATTRACT PLAYERS
- STANDOUT TOP TO BOTTOM LIGHTING

**DIMENSIONS:**

- **D** 840mm | **W** 1035mm | **H** 1814 mm
- **D** 33" | **W** 41" | **H** 72"
HOT RACERS

Hot Racers is a fun police chase game just for kids! Choose from either the motorcycle or the police car and chase the baddies in this colorful, action-packed ticket redemption game. The game draws players in with its LED-lit seating and unique car shaped cabinet, which comes to life in the attract mode and grabs players attention!

- **DODGE OBSTACLES, RACE TO THE FINISH & WIN TICKETS**
- **CAR OR MOTORBIKE, KIDS GET TO CHOOSE THEIR FAVORITE VEHICLE**
- **EYE-CATCHING AND COLORFUL CAR THEMED CABINET**
- **TICKET REDEMPTION OR CAPSULE VEND OPTIONS**

**DIMENSIONS:**

- **D** 1500mm | **W** 1700mm | **H** 2080mm
- **D** 59” | **W** 67” | **H** 82”

**SCREEN SIZE:**

- **2.5 m²**
- **26.9 sq.ft**
- **32”**

**www.segaarcade.com | 21**
SONIC SPORTS BASKETBALL

Sega’s tremendously popular Sonic Basketball now comes with brand new reactive lighting effects that makes scoring even more gratifying. Fresh colorful Sonic The Hedgehog™ branding from top to bottom and blue lighting attracts all the players.

- **REACTIVE LED LIGHTING**
- **LINKABLE FOR UP TO 15 PLAYERS**
- **LIT BACK BOARD & MOVING HOOP**
- **TICKET DISPENSER BUILT IN**

**DIMENSIONS:**

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**2.6 M² | 28.0 SQ.FT**

SONIC SPORTS KIDS BASKETBALL

SEGA brings the fun energetic and charming character Sonic to kids basketball. Thanks to the smash hit global success of Sonic standard size basketball; operators can now also boost their income with this new game!

- **LOWERED AND WIDE PLAYER FIELD FOR KIDS**
- **TWO HOOPS AT DIFFERENT HEIGHTS TO APPEAL TO DIFFERENT PLAYER HEIGHTS AND AGES**
- **OPTIONAL TICKET DISPENSERS**

**DIMENSIONS:**

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**1.9 M² | 20.4 SQ.FT**
SONIC SPORTS AIR HOCKEY

Sega have brought together Sonic, redemption and a fast paced air hockey table to create a “must have” table for any location.

- BRAND NEW PLAYFIELD LIGHTING
- CHASING LED LIGHTS & LIGHTING GANTRY
- SCRATCH RESISTANT PLAY FIELD
- DUAL TICKET DISPENSERS
- 2 OR 4 PLAYERS

DIMENSIONS:
D 2290mm | W 1680mm | H 2160mm
D 90” | W 66” | H 85”
3.8 M² | 40.9 SQ FT

SONIC SPORTS KIDS AIR HOCKEY

SEGA brings one of the worlds most recognizable hedgehog to the arcade with this cute air hockey game just for the kids! Players stand at each end and try to score more goals than one another in the time limit.

- IDEAL FOR KIDS
- SCRATCH RESISTANT PLAYFIELD
- OPTIONAL TICKET DISPENSERS

DIMENSIONS:
D 1930mm | W 990mm | H 686mm
D 76” | W 39” | H 27”
1.9 M² | 20.4 SQ FT

SCAN QR CODE TO VIEW PRODUCT VIDEO
Prize Arrow will test a player’s accuracy in this brand new arcade prize merchandiser! Players will get the game straight away, all they have to do is aim the arrow and shoot for the prize they wish to win! It couldn’t be simpler! Magic Arrow is not only perfect for any existing arcade location but also bars, shopping malls and service stations.

- "ONE MORE TIME" GAMEPLAY
- 100% SKILL
- SIMPLE TO PLAY
- QUICK, EASY REFILLING BRIGHTLY LIT CABINET
- 8 PRIZE SHELVES
- PRIZE EVERY TIME KIT OPTION
The wait for a great prize merchandiser game is finally over - SEGA’s Key 2 Win is here! This game once again raises the bar in this game category. Bright individually lit prize holders gives a fresh new look and makes prizes more eye catching. New unique translucent header stands out from other prize vending games on location. Key 2 Win is set to be the best prize merchandiser game for years to come.

- SIMPLE INTUITIVE GAMEPLAY
- EYE CATCHING INDIVIDUALLY LIT PRIZE HOLDERS
- UP TO 15 PRIZE POSITIONS
- SECURE AND DURABLE CABINET BUILD
- QUICK AND EASY REFILLING
- LARGE PRIZE OUT DISPENSER

DIMENSIONS:
D 816mm | W 985mm | H 2220mm
D 32” | W 39” | H 87”
STORM RACER MOTION DLX

Storm Racer Motion takes arcade racing to a new level with a super fast driving experience like no other! Storm Racer Motion will have players coming back again and again to master the 12 cars and 14 tracks available in the game!

- **12 CARS, 14 TRACKS**
- **UNIQUE THROTTLE FOR BOOST**
- **MOTION BASE**
- **ALSO AVAILABLE AS A STANDARD CABINET**

**DIMENSIONS:**
- D 2230mm | W 1210mm | H 2240mm
- **2.6 M² 27.8 SQ.FT**
- SCREEN SIZE 42”

**LET’S GO ISLAND: DREAM EDITION**

The follow-up to the number one SEGA action adventure ‘Let’s Go Jungle’ is back and re-imagined in this all-new Dream Edition motion cabinet. Once again players are on a South Pacific island diving tour and soon end up in trouble with dastardly and despicable pirates.

- **RAPID FIRE, FIXED PIVOT GUN**
- **MULTIPLE ROUTES & STAGES**
- **FAMILY FUN DREAM MOTION SYSTEM**

**DIMENSIONS:**
- D 2050mm | W 1590mm | H 2200mm
- **3.2 M² 34.4 SQ.FT**
- SCREEN SIZE 55”
USED GAMES

Through our global network, SEGA Amusements International has developed a supply chain of previously owned games. We have assembled a highly skilled and very experienced team of technicians, solely dedicated to achieving the highest standards in refurbishing machines allowing us to offer a wide range of video games, simulators, redemption and novelty machines to any market throughout the world. We understand that it is a false economy to supply our customer with anything other than the very best quality possible and this division prides itself on the work it produces.

All machines, once refurbished, are given our official seal of approval. The ‘SEGA Assured’ stamp proves that the machine has been through extensive testing and has passed our rigorous and strict assessment procedures.

A full list of games available can be found at www.segaarcade.com. We also distribute a full list by e-mail on a regular basis. To have your email address added to our database, please send a request to sales@segaarcade.com
SEGA PRIZE

Sega Prize International, 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 innovators, dedicated to developing beautiful products that create cherished life long memories for consumers around the globe.

Our prize program is constantly growing, including 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 offering great quality products at the best possible prices.

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