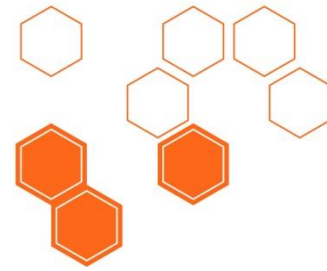




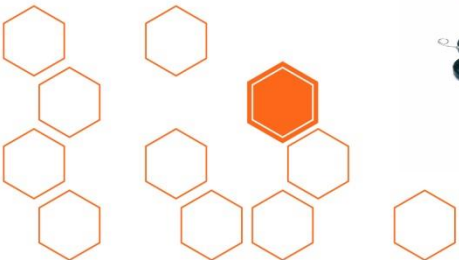
# HEXBUG

## INTERNATIONAL LINE PLAN 2016



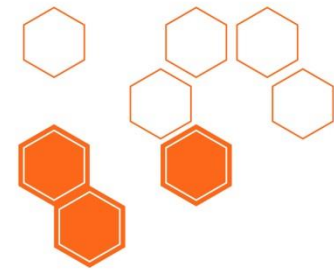
What is a **HEXBUG**® ?

- Micro robotic creatures that react to their environment
  - Focuses on making science and education cool for kids
  - Products designed with a child's inquisitive nature in mind
  - Kids as young as 3 years old...to adults
  - Target demographic is kids 3 – 11
  - Core demographic is 6 – 9
- 
- Over 80 million HEXBUGs sold world wide and growing...
  - 1 in 7 households in the UK own a HEXBUG
  - Still a top seller worldwide after 5 years
  - Protected by patents & trademarks
  - Over 400 patents!

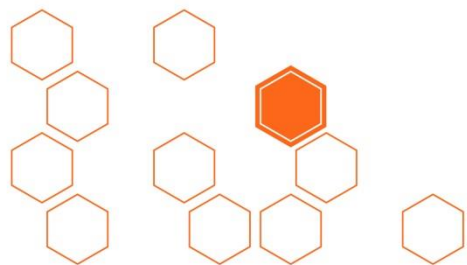


# HEXBUG® nano

477-2409 PDQ 30



The **HEXBUG® nano** is a tiny, collectible, micro robotic creature that uses the physics of vibration to propel forward and explore its environment. Powered by a tiny motor, and 12 fixed, angular legs, the industrious critter traverses the ground beneath it and quickly navigates through the most complex mazes.



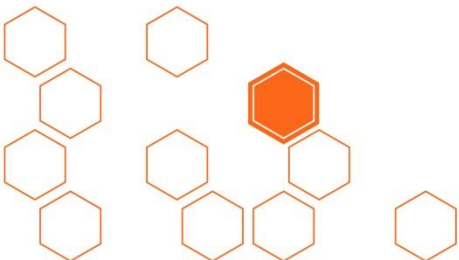
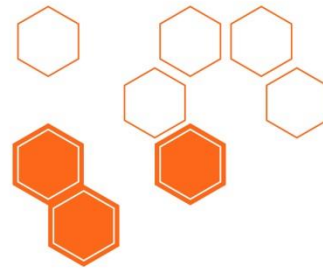
# HEXBUG® nano Glow in the Dark

477-2446 PDQ 18

Now the fun can come to life during  
the day or night with the **HEXBUG®**  
**nano Glow in the Dark!**



Powered by a tiny motor, and 12 fixed, angular legs,  
the industrious critter traverses the ground beneath  
it and quickly navigates through the most complex  
mazes. Possessing an uncanny sense of balance, it  
can even flip to its feet and zoom forward when  
turned on its back!



# HEXBUG<sup>®</sup> nano 5 Pack

477-3137 PDQ 4

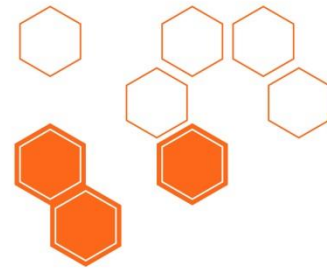
The HEXBUG nano 5 Pack includes four nano bugs plus one bonus Glow in the Dark nano. Touch and sound activated, their antennas help them feel their way around, avoiding any obstacles by backing up in a half circle and continuing in a different direction.



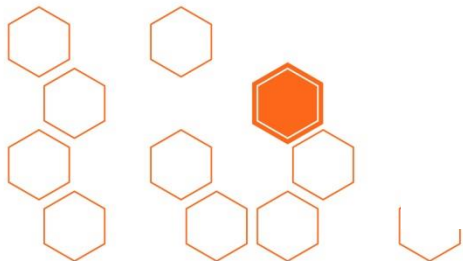


# HEXBUG<sup>®</sup> Construct Habitat

477-2516 PDQ 4

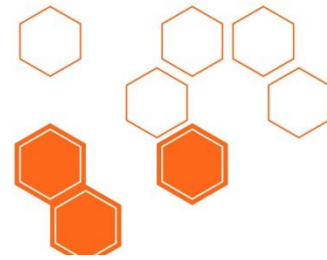


HEXBUG nano owners can construct a more customizable playground for their industrious micro robotic creatures to traverse using the HEXBUG nano Habitat Set.

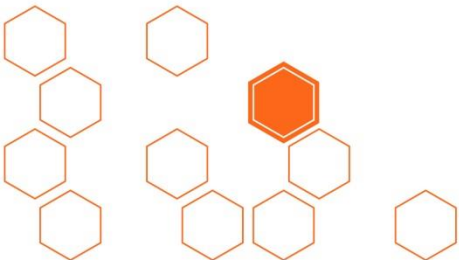


# HEXBUG<sup>®</sup> Battery 12 Pack

477-3391 PDQ 12

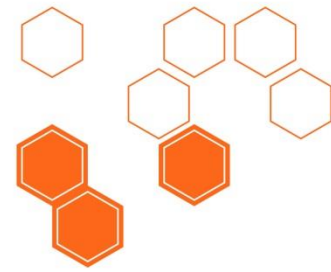


Keep your HEXBUGs running with these replacement power cell batteries!

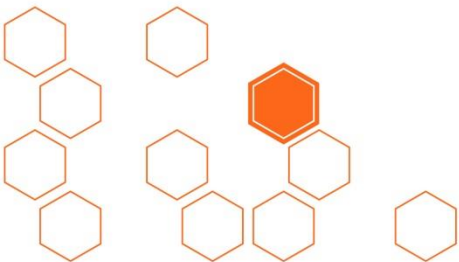


# HEXBUG® Spider

451-1652 PDQ 10



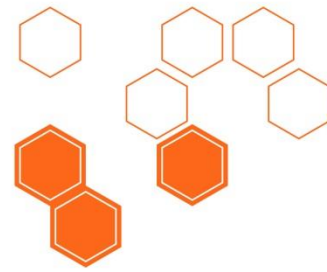
The **HEXBUG® Spider** is a robotic creature that is an electro mechanical marvel to watch and operate. Each **HEXBUG® Spider** features 360 degree steering, an LED forward eye, and two-channel, user selectable infrared remote control. The two-channel remote control enables the user to operate multiple bugs independently or at the same time.



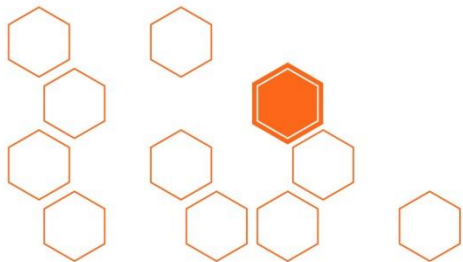


# HEXBUG® Scarab

477-2248 PDQ 10

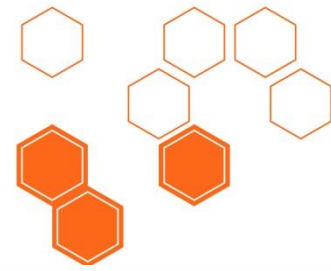


The **HEXBUG® Scarab** is an exceptionally high-speed, mechanical, beetle-like robotic bug that skitters around on six angled legs. The high energy micro robotic creature propels itself forwards and backwards, and is capable of popping from its back to its feet if placed upside down.

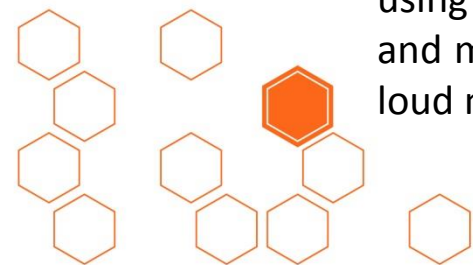


# HEXBUG® Beetle

477-2685 PDQ 10

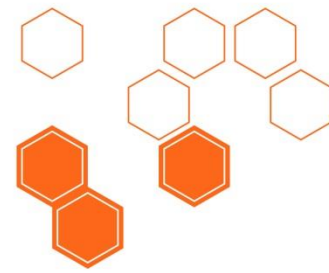


The **HEXBUG® Beetle** is a micro sized robotic creature that feels its way around sensing objects in its path and avoiding them, using its bump sensor feelers. You can control where they scurry and make it change direction by clapping your hands or making a loud noise.

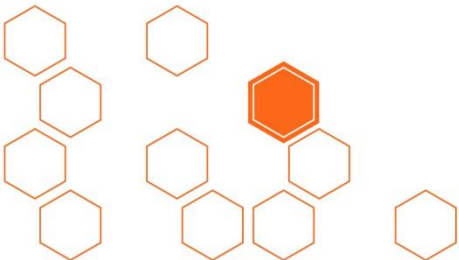


# HEXBUG® Fire Ant

477-2864 PDQ 10

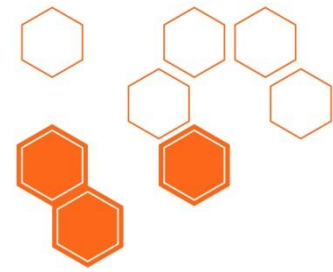


The **HEXBUG® Fire Ant** is a high-speed robotic creature that you can control! This speedy robotic bug lights up and features six custom wheels to boost its ability to move around obstacles in its path.

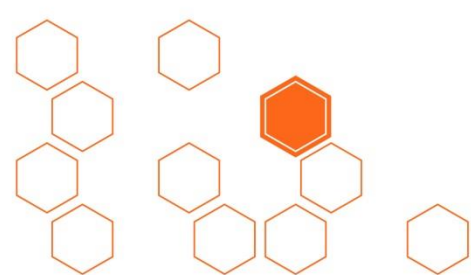


# HEXBUG® Battle Spider

477-3063 PDQ 10



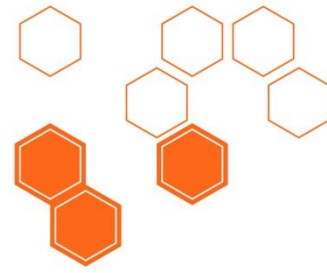
The **HEXBUG® Battle Spider**, the first mechanical **HEXBUG®** designed for two-person play! These sci-fi battling robots have a remote control and come fueled with futuristic voice & sound effects and high-tech infrared battling capabilities. (each sold separately)



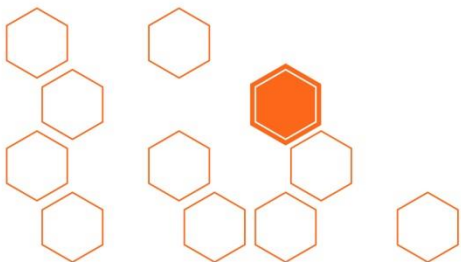


# HEXBUG® Battle Spider Dual Pack

477-3598 PDQ 4



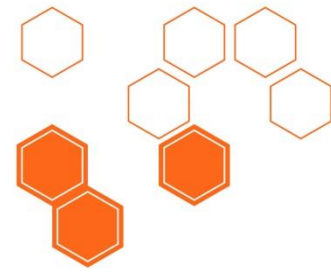
The **HEXBUG® Battle Spider Dual Pack** is the first mechanical **HEXBUG®** designed for two-person play! These sci-fi battling robots have a remote control and come fueled with futuristic voice & sound effects and high-tech infrared battling capabilities.



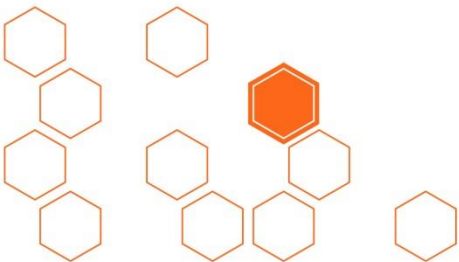


# HEXBUG® Battle Ground

477-4230 PDQ 4



The HEXBUG Battle Ground set includes two Battle Spiders plus all the walls you need to build a futuristic combat zone. These sci-fi battling robots have a remote control and come fuelled with futuristic voice & sound effects and high-tech infrared battling capabilities.



# HEXBUG® nano V2

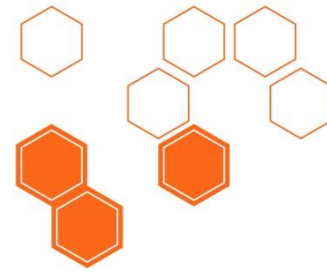
477-2911 PDQ 18

Introducing an all new breed of gravity defying **HEXBUG®**. These **nano V2** bugs can now climb up vertically, horizontally, around corners, through loops and tubes, to the tip top of any **HEXBUG® nano V2** habitat set.

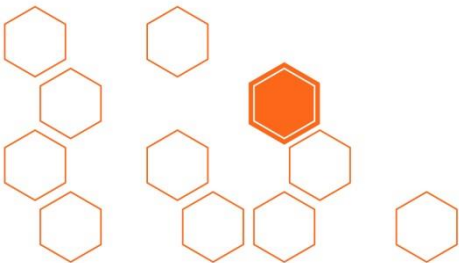


# HEXBUG® nano V2 Neon

477-4235 PDQ 10



Introducing the new **HEXBUG® Nano V2 Neon** **Single Pack**! These Nano V2 bugs can climb up vertically, horizontally, around corners, through loops and tubes, to the tip top of any Nano V2 habitat set.



# HEXBUG® nano V2 Glow in the Dark

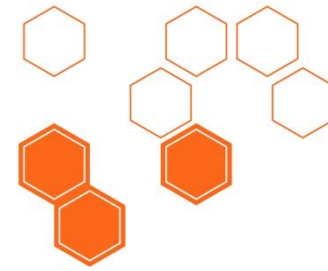
477-4236 PDQ 10

The Glow in the Dark HEXBUG nano V2 bugs can climb up vertically, horizontally, around corners, through loops and tubes to the tip top of any Nano V2 habitat set and now they also glow in the dark.

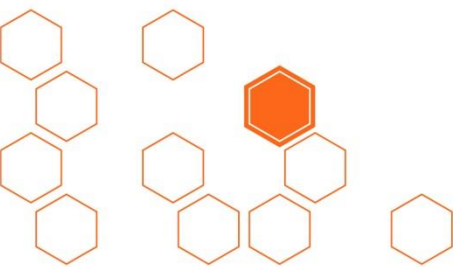


# HEXBUG® nano V2 3 Pack

477-4439 PDQ 6



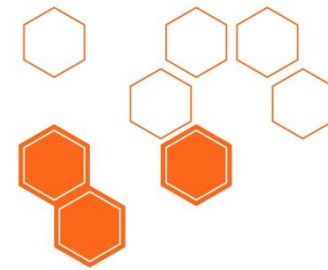
Introducing the all new 3 pack of gravity defying **HEXBUG nano**. The **nano V2** bugs can now climb up vertically, horizontally, around corners, through loops and tubes, to the tip top of any **HEXBUG® nano V2** habitat set.



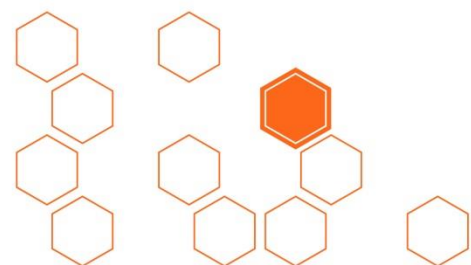


# HEXBUG® nano V2 Infinity Loop Neon

477-4231 PDQ 4

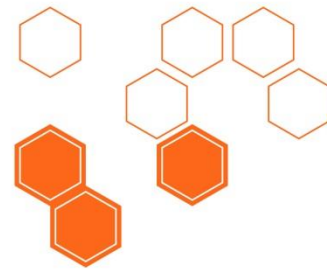


Introducing the new **HEXBUG® nano V2 Neon Infinity Loop**! This set features a double neon loop and open play area for the HEXBUG® nano V2 to explore, perfect for any first time owner or seasoned HEXBUG collector.

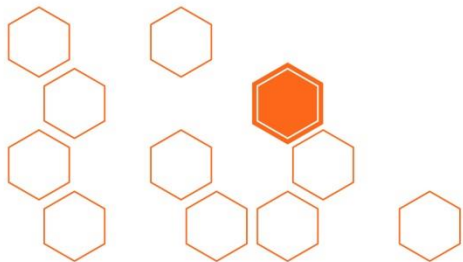
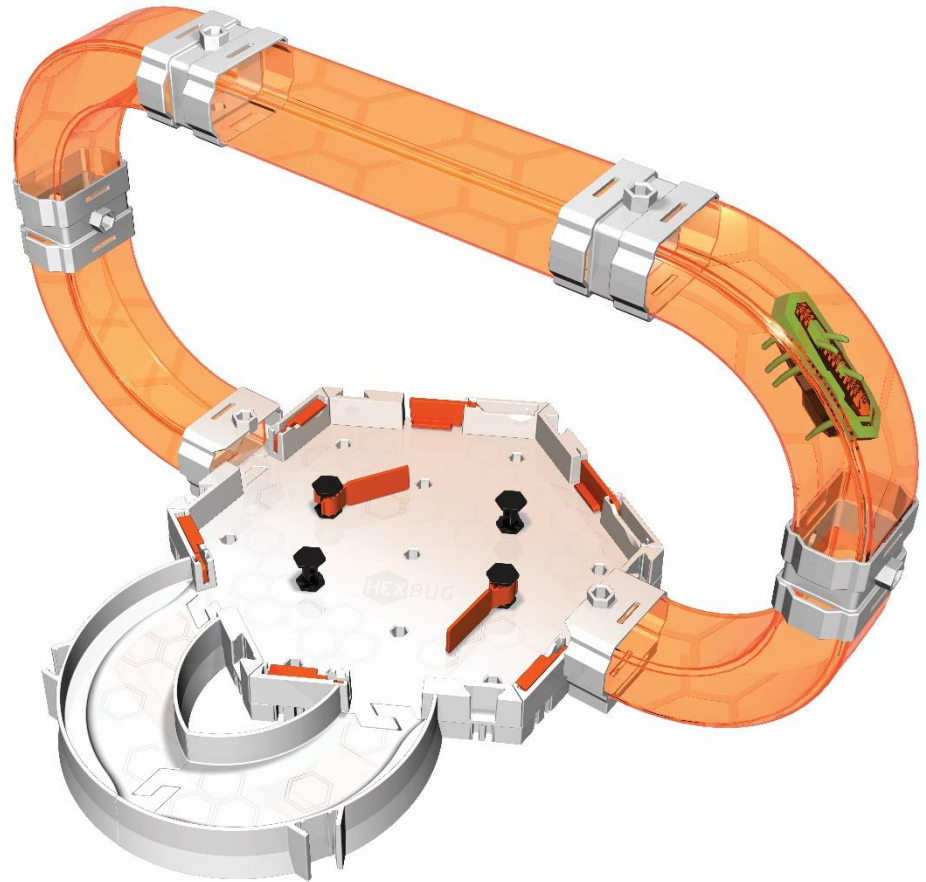


# HEXBUG® nano V2 Neon Gravity Loop

477-4436 PDQ 4



Introducing the new HEXBUG nano V2 Neon Gravity Loop! This set features a Neon loop and open play area for the HEXBUG nano V2 to explore.



# HEXBUG® nano V2 Neon Barrell Roll

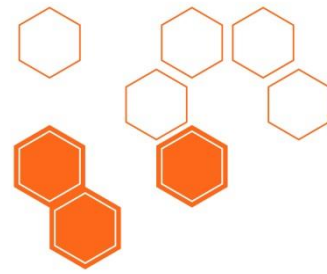
477-4438 PDQ 4

The **HEXBUG® nano V2 neon Barrell Roll** set features a spiral tube accessory for the **nano V2** to climb through as it explores its environment.

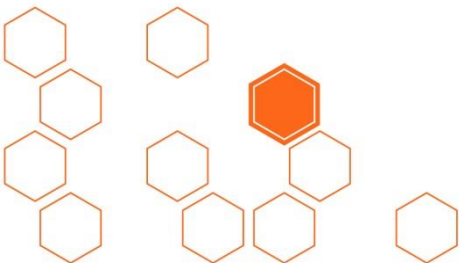


# HEXBUG® nano V2 Neon Launchpad

477-4233 PDQ 4



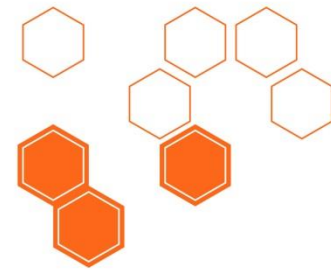
Introducing the new **HEXBUG® nano V2 neon Launchpad**! This set features a central launcher with targets of varying height, and includes one **HEXBUG® nano V2**.



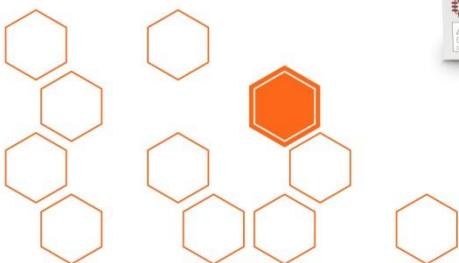


# HEXBUG® nano V2 Neon Twister

477-4280 PDQ 4



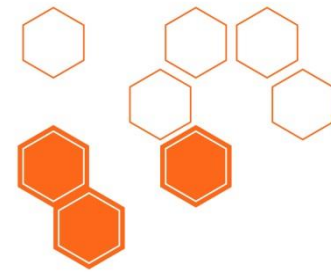
Introducing the **HEXBUG® nano V2 Neon Twister**! This multi-level set incorporates new neon tubes plus a twist loop and open play areas for the nano V2 to explore.



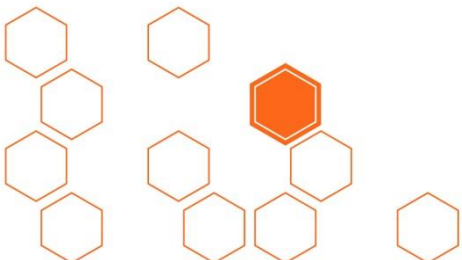


# HEXBUG® nano V2 Glow Portal

477-4281 PDQ 4

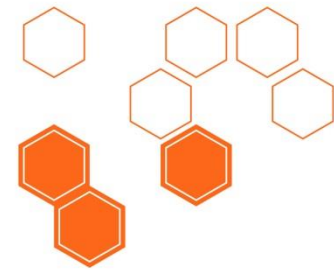


Introducing the new **HEXBUG® nano V2 Glow in the Dark Portal!** This multi-level set features a spiral tube, a crow's nest and a glow portal for the nano V2 to explore.

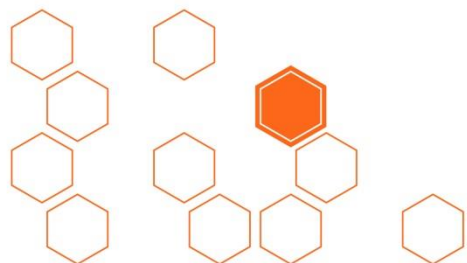
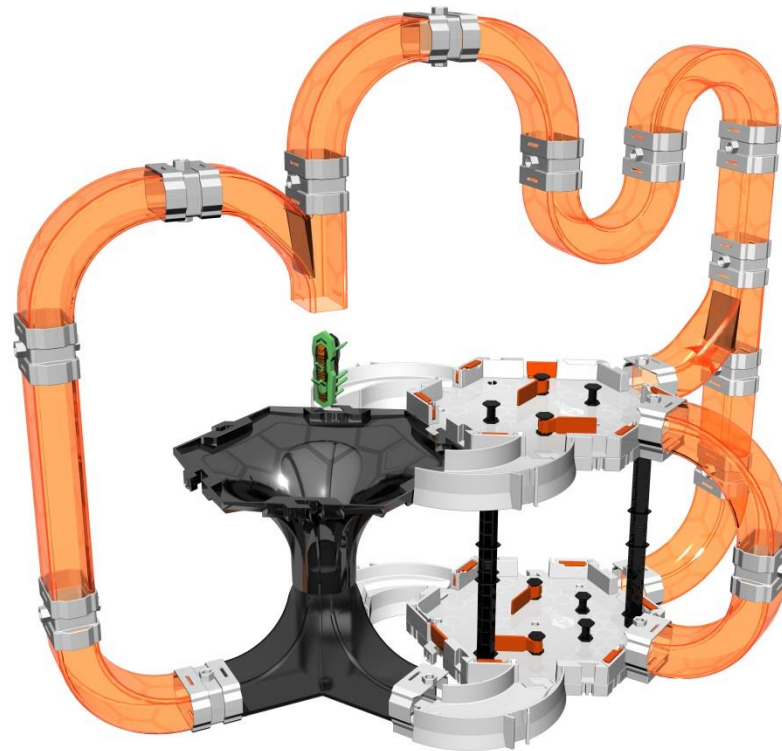


# HEXBUG® nano V2 Neon Hurricane

477-4434 PDQ 4

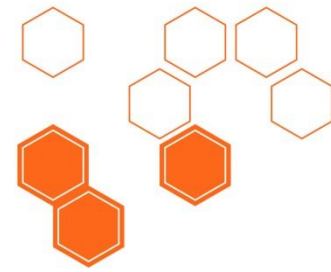


Introducing the all new HEXBUG nano V2 Neon Hurricane. This set features open Neon play areas for nano V2's to explore.

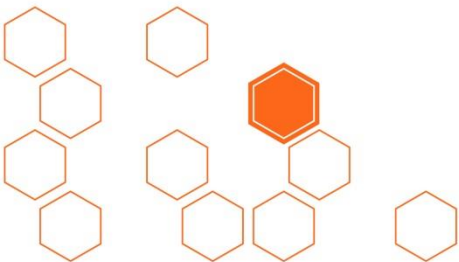
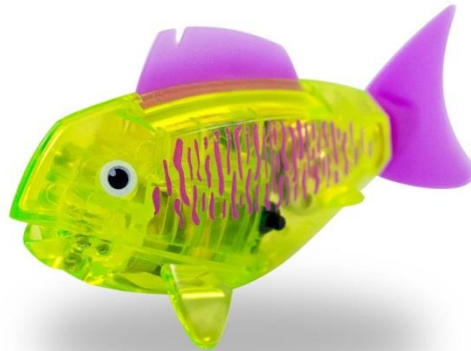


# HEXBUG® AquaBot 1.5

460-4291 PDQ 16



The new water-born **HEXBUG® 1.5 AquaBot 1.5** are packed with smart fish technology, added sensors and an inner glow that makes them appear more alive than ever before!



# HEXBUG® AquaBot with Bowl

460-2914 PDQ 4

The new water-born **HEXBUG® AquaBot** with **Bowl** is packed with smart fish technology.



# HEXBUG® AquaBot 2.0

460-2976 PDQ 16

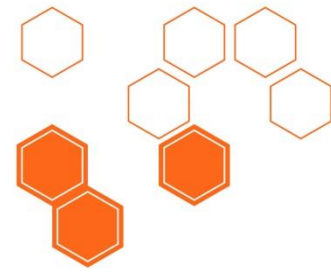
The new water-born **HEXBUG® 2.0 Angelfish** and **Hammerhead Shark** are packed with smart fish technology, added sensors and an inner glow that makes them appear more alive than ever before!



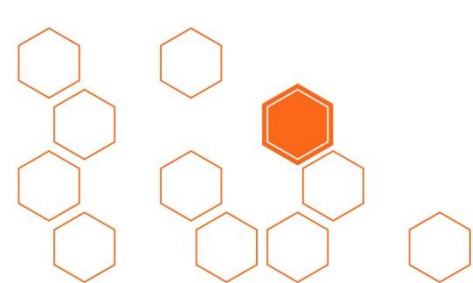


# HEXBUG® AquaBot 2.0 with Bowl

460-3673 PDQ 6

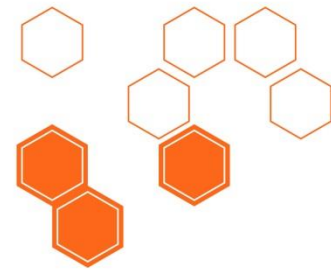


The new water-born **HEXBUG® AquaBot 2.0 with Bowl** is packed with smart fish technology, added sensors and an inner glow that makes them appear more alive than ever before!

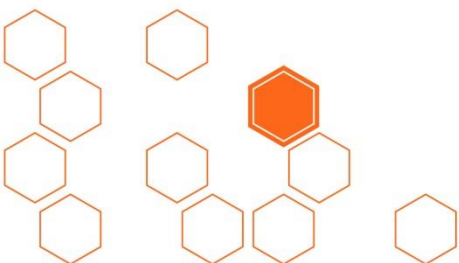
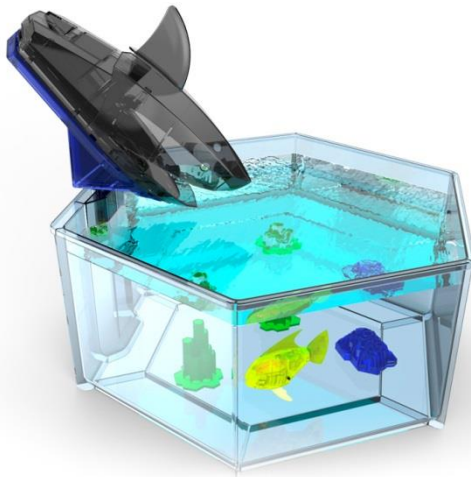


# HEXBUG® Aquabot Shark Tank

460-3358 PDQ 4

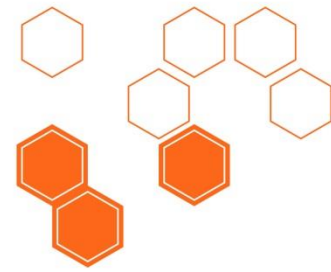


The new water-born **HEXBUG® 2.0 Angelfish** and **Hammerhead Shark** are packed with smart fish technology, added sensors and an inner glow that makes them appear more alive than ever before!

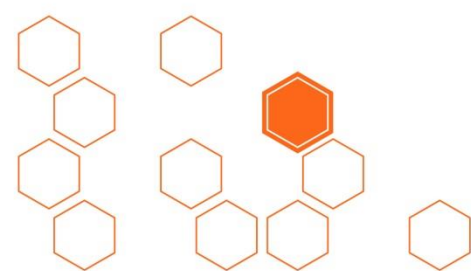


# HEXBUG® AquaBot 3.0

460-4086 PDQ 4



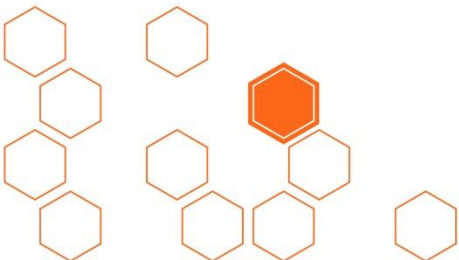
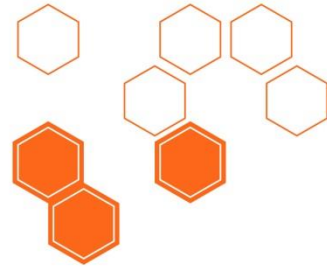
Take control of an **AquaBot** for the first time with the **HEXBUG® AquaBot 3.0 Remote Control Angelfish**. With five colours and patterns to collect, this robotic fish can swim autonomously or be controlled with a remote, allowing the user to navigate the creature underwater.



# HEXBUG® AquaBot Jellyfish

460-4087 PDQ 6

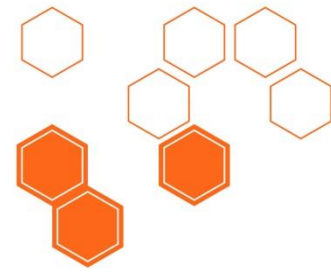
Get ready because **HEXBUG®** is making waves with a revolutionary, new **AquaBot** – the **HEXBUG® AquaBot Jellyfish!** Loaded with smart fish technology, this new **Jellyfish** will amp up the action of your robotic aquarium with its vibrant inner glow and 15 pre-programmed swimming routines.



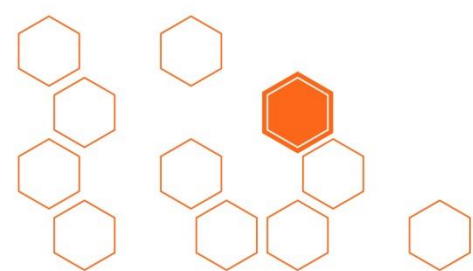


# HEXBUG® AquaBot Seahorse

460-4088 PDQ 6

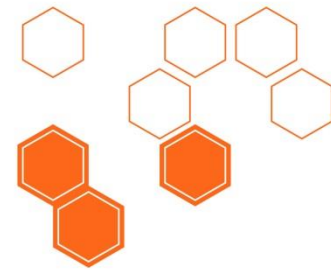


Introducing **HEXBUG® AquaBot Seahorse!** Packed with smart fish technology and powered by electromagnetic propulsion, this water-born **Seahorse** uses its curly rubber tail and elegant back fin to gracefully swim and bounce around inside any fish tank.

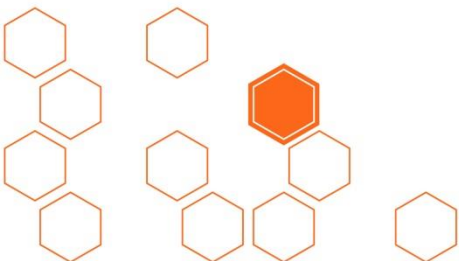


# HEXBUG® AquaBot Seahorse with Bowl

460-4309 PDQ 4

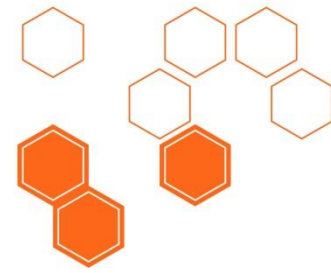


Introducing the **HEXBUG® AquaBot Seahorse with Bowl!** Packed with smart fish technology and powered by electro-magnetic propulsion, this water-born ***Seahorse*** uses its curly rubber tail and elegant back fin to gracefully swim and bounce around inside the tall tank!

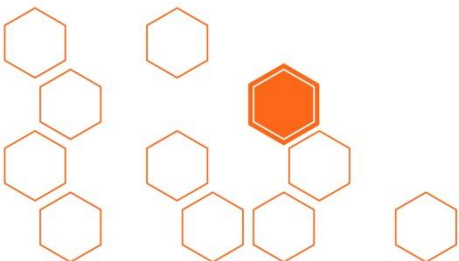


# HEXBUG® AquaBot Jellyfish with Bowl

460-4321 PDQ 6



Get ready because **HEXBUG®** is making waves with a revolutionary, new AquaBot – the **HEXBUG® AquaBot Jellyfish with Bowl!** Loaded with smart fish technology, this new ***Jellyfish*** will amp up the action of your robotic aquarium with its vibrant inner glow and 15 pre-programmed swimming routines within its very own tank!



# Tony Hawk Circuit Boards Single by HEXBUG

407-3597 PDQ 12

Unleash your inner pro skater with **HEXBUG's®** new line of **Tony Hawk Circuit Boards!** Practice your frontside inverts or attempt a backside 50-50 grind with these single decks.



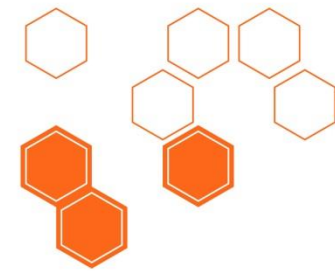


# Tony Hawk Circuit Boards 3 Pack by HEXBUG

407-3677 PDQ 6

Show off your gnarly tricks with **HEXBUG's®** new **Tony Hawk Circuit Boards!** Challenge your friends to a shred session with a 3 pack which includes three interchangeable Birdhouse authentic decks, trucks and wheels for your remote control skateboard!

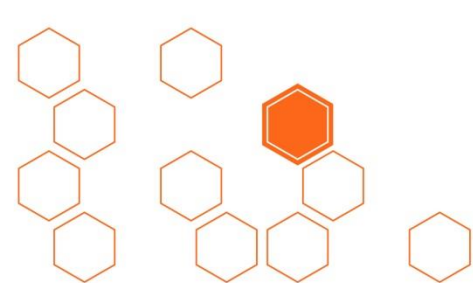




# Tony Hawk Circuit Boards 6 Pack by HEXBUG

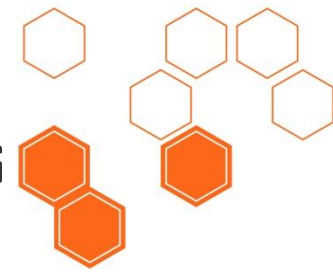
407-4028 PDQ 6

The **Collector Series** includes six Birdhouse and **Tony Hawk** authentic decks with trucks and wheels, plus one mini screwdriver. Collect all twelve graphics available with this set.

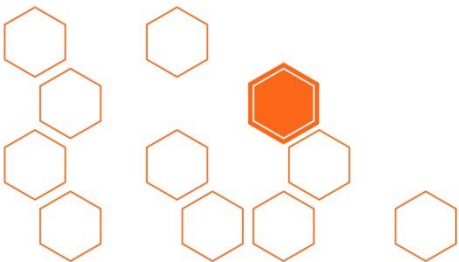


# Tony Hawk Circuit Boards Ramp Assorted by HEXBUG

407-3684 PDQ 4



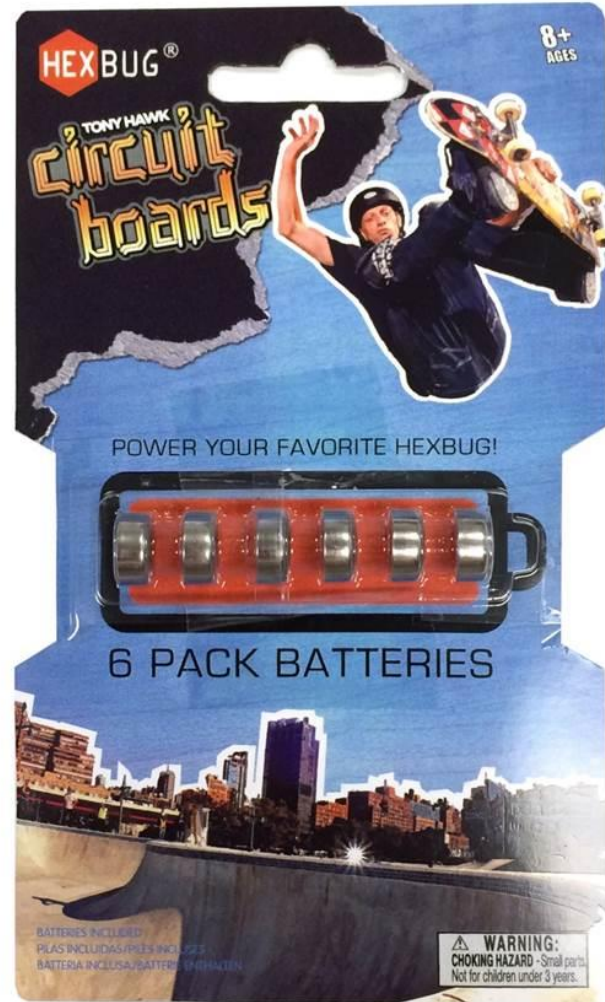
The **Ramp Assortment** features a flat bank, quarterpipe, roll in, and stairs and rails set that you can collect to build your own custom skatepark.



# Tony Hawk Circuit Boards Batteries by HEXBUG

407-4004 PDQ 12

Keep your **Circuit Boards** running with these replacement power cell batteries! Each power axle takes 3 AG13/LR44 batteries, and each remote runs on 2 AG13/LR44 batteries.



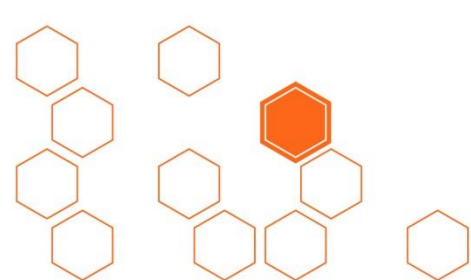


# Tony Hawk Circuit Boards Powered Board by HEXBUG

407-4025 PDQ 4

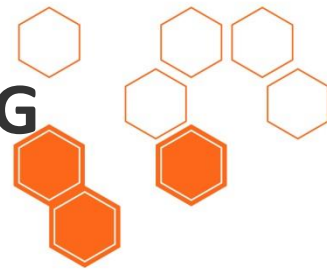


The **Powered Board Set** includes one **Tony Hawk** authentic decks, one removable power axle with remote control, plus, trucks, wheels and a mini screwdriver for you to customise your ride.

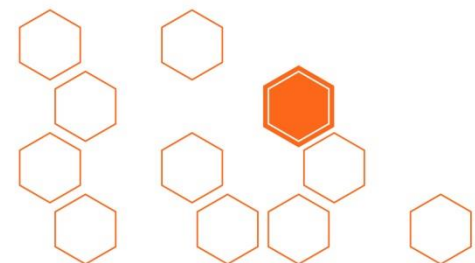


# Tony Hawk Circuit Boards Skate Session by HEXBUG

407-4222 PDQ 4



This set comes with a quarterpipe, fun box plus one remote control powered Tony Hawk authentic Circuit Boards deck with trucks, wheels and a mini screwdriver for you to customize your ride.



# Tony Hawk Circuit Boards Half Pipe by HEXBUG

407-4076 PDQ 4

This set includes two quarterpipes, plus one remote-control powered **Tony Hawk** authentic **Circuit Boards** deck with trucks, wheels and a mini screwdriver for you to customise your ride.



# Tony Hawk Circuit Boards Skate Park by HEXBUG

407-4077 PDQ 4

This set includes one remote-control powered **Tony Hawk** authentic **Circuit Boards** deck with trucks, wheels and a mini screwdriver for you to customise your ride, plus an assortment of ramps. Ramps include a halfpipe, roll in, inner and outer bowls, stairs and rails, and three boxes.







# HEXBUG Mouse Cat Toy

480-3031



Introducing the **HEXBUG®**  
**Mouse Robotic Cat Toy!**  
This furry feline friend is  
equipped with cute, playful  
pink ears and whiskers.  
When turned on, its soft  
rubber tail wiggles back and  
forth as it scampers and  
scurries along, calling the  
attention of nearby cats.



# HEXBUG Remote Control Mouse Cat Toy

480-4466



Introducing the **HEXBUG Remote Control Mouse!** This interactive smart toy comes with a remote control so that you can make it start, pause and stop on command. When turned on, the mouse's soft rubber tail wiggles back and forth as it scampers and scurries along, calling the attention of nearby cats, just like a real mouse.





## VEX IQ Robotics Construction Kit by HEXBUG 228-4444

VEX IQ is a robotics platform designed to foster STEM learning for kids by allowing them to build custom and programmable robots.





## VEX Robotics Power Racers by HEXBUG

228-4444

Kids can now experience the fun of building their own speedy robot-inspired cars with **VEX® Robotics Power Racers by HEXBUG®**! These *Power Racers* teach you about how machines convert potential energy into kinetic energy, while the multiple gear ratios teach you about the fundamental principles behind speed and torque.







## VEX Robotics Crossbow by HEXBUG

406-4210

Feel the rush of commanding your own legion with the **VEX® Robotics Crossbow by HEXBUG®**, inspired by the ancient Roman and Greek ballista from 100BC! This modern machine still uses the same ancient mechanics that helped Rome's greatest generals rule the battlefield.





## VEX Robotics Catapult by HEXBUG

406-4211

Inspired by ancient Greek and Roman designs, this modern *Catapult* has a ratcheting winch that can control the distance projectiles are thrown. Crank the winch to its maximum tension, and you can hurl balls over 10 feet!

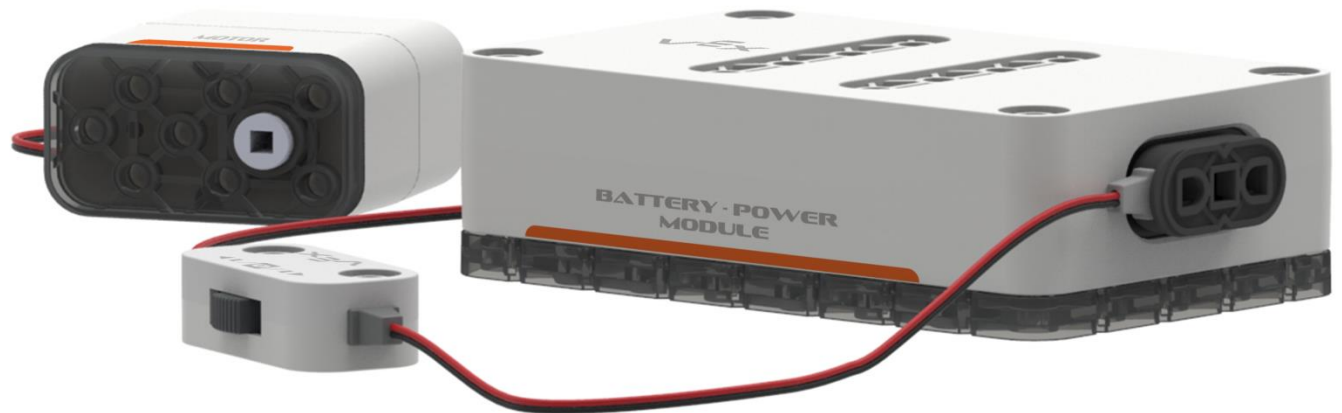




## VEX Robotics Motor Kit by HEXBUG

406-4287

Tired of operating VEX Robotics Ball Machines by hand? Want to power up multiple machines at once? The **VEX® Robotics Motor Kit by HEXBUG®** will give your machines a surge of power!

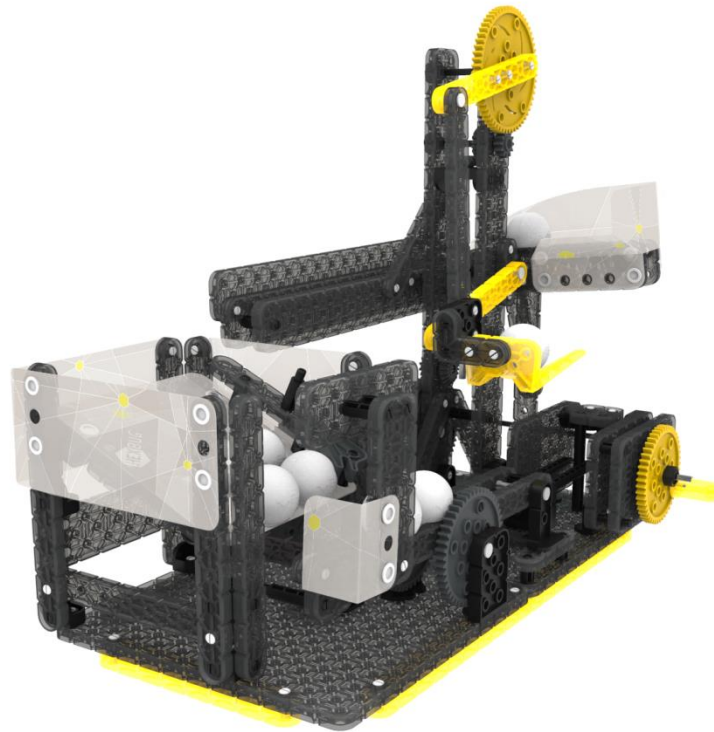




## VEX Robotics Fork Lift by HEXBUG

406-4205

Bring the beauty of kinetic motion to life with new **VEX® Robotics Fork Lift Ball Machine by HEXBUG®!** Using a unique over-center linkage, this sophisticated machine is capable of executing both a scooping and lifting motion with its specialized forklift arm. Powered by a hand crank, this machine will move balls in a continuous loop at a rate of 1 ball per second (8 balls included).







## VEX Robotics Hexcalator by HEXBUG

406-4206

Think all wheels are round? Think again! Introducing the new kinetic art masterpiece from HEXBUG® - the **VEX® Robotics Hexcalator!** This sophisticated machine was inspired by the cutting edge medical devices and uses a hand crank to power 3 hexagonal indexing wheels to transport balls uphill where they are released onto the return ramp.





## VEX Robotics Screw Lift by HEXBUG

406-4207

Discover the excitement of engineering with the new **VEX® Robotics Screw Lift Ball Machine by HEXBUG®**. Inspired by the original design of one of the greatest scientific minds of Ancient Greece, this modern machine puts a fresh twist on the Archimedes Screw from the 3<sup>rd</sup> Century B.C. This system is time tested and still used by many industries to move small objects or liquids.





## VEX Robotics Hook Shot by HEXBUG

406-4208

You shoot, you score! Introducing the new **VEX® Robotics Hook Shot Ball Machine by HEXBUG®** - a kinetic art mechanism that blends the intrigue of sophisticated machinery with the excitement of sports science. Spin the hand crank to wind up the elastic powered striker arm to launch balls through the loop system and sink them in the return basket.





## VEX Robotics Robotic Arm by HEXBUG 406-4202

Have you ever wondered how industrial robots work? You know, the kind of robots that work on assembly lines building other complex pieces of machinery? Now you can unlock the mystery behind these sophisticated robots by building one of your own! Exclusively from HEXBUG® comes the **VEX® Robotics Robotic Arm** - a completely functional construction kit inspired by real industrial robot arms.

