



TAGAMOTO
CARS REACT TO THE TRACK™



aquabot
SMART FISH® TECHNOLOGY

VEX
ROBOTICS



HEXBUG
2014
Specialty
Retailer Catalog



nano v2
GRAVITY DEFYING ROBOTIC CREATURES

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Call (903)453-0804 for more information or visit www.innovationfirstlabs.com

COLLECTIBLE
STYLES!

The Robotic Fish
that really swims!

WATER BRINGS
IT TO LIFE!



IFI PART #	PRODUCT	MSRP	DESCRIPTION	MASTER CARTON
A. 460-2914	AQUABOT W/ BOWL	\$14.99	The original HEXBUG Aquabot that comes with its own bowl. Collectible colors.	4
B. 460-3028	AQUABOT SHARK/CLOWN FISH	9.99	The first water-borne HEXBUG micro robotic creature with smart fish technology!	16

NEW



NEW

strandbeast[™]
MICRO ROBOTIC
CREATURES



IFI PART #	PRODUCT	MSRP	DESCRIPTION	MASTER CARTON
A. 477-3063	BATTLE SPIDER	\$29.99	The first robotic creature designed for two-person play that you can control! Comes fueled with futuristic sound effects and realistic recoil. Full-range remote control with two bands.	6
B. 477-2825	STRANDBEAST	29.99	The robotic creature you can control by operating each side of the legs independently. Full-range remote control with two bands. Collectible colors.	6

NEW

HIGH 5

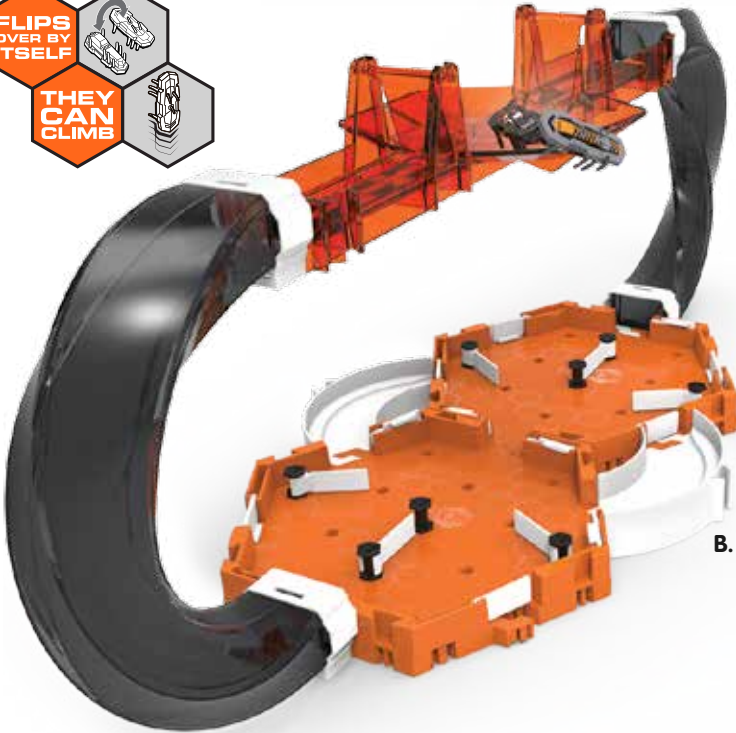
C.



COMING SOON

HIVE

THE PORTABLE V2 HABITAT



NEW

BRIDGE BATTLE

AN ELEVATED FREE-FOR-ALL



IFI PART #	PRODUCT	MSRP	DESCRIPTION	MASTER CARTON
A. 477-3542	NANO V2 HIVE	\$29.99	COMING THIS FALL!	4
B. 477-2993	NANO V2 BRIDGE BATTLE	39.99	Create the ultimate battleground where V2 bugs pirouette up black tubes on both sides of the elevated arena and battle it out until one is left standing.	4
C. 4477-2985	NANO V2 HIGH FIVE	29.99	Perfect for any first time owner or experienced collector, and can be added to any other Nano V2 set.	8



IFI PART #	PRODUCT	MSRP	DESCRIPTION	MASTER CARTON
D. 477-2987	NANO V2 BARREL ROLL	\$29.99	Customizable design and layout of this three-story set, unleashing kids' creativity. Includes a spiral tube which the Nano V2 will pirouette through.	4
E. 477-2989	NANO V2 SKY MAX	39.99	Customize the design and layout this three-story set, featuring a more expansive view atop the crow's nest.	4
F. 477-2986	NANO V2 GRAVITY LOOP	19.99	Incorporates a single loop with an open play arena, and is perfect for any first time owner or experienced collector.	4
G. 477-2911	NANO V2 1PK WITH TUBE PLUS CONNECTOR	7.99	Each Nano V2 Single pack is a great booster to any Nano V2 set. The Single pack includes 1 Nano V2 bug, 1 straight tube and 1 connector.	18
H. 477-2901	NANO V2 ORBIT	12.99	Hold the set vertically or horizontally and watch as the Nano V2 will continue to climb, whether on its feet, back, or side!	8
I. 477-2991	NANO V2 HURRICANE	49.99	Multi-story set, where the V2 bug will travel through the tubes, free fall through the black funnel and find its way out of one of the exits to continue its journey.	4

GIANT

versions of your favorite HEXBUG!

NEW strandbeast XL
ROBOTIC CREATURE



IFI PART #	PRODUCT	MSRP	DESCRIPTION	MASTER CARTON
A. 477-3235	XL STRANDBEAST	\$39.99	The GIANT robotic creature that you control! An eight-legged walking mechanism makes it look more organic than robotic. Full-range remote control with two bands.	4



IFI PART #	PRODUCT	MSRP	DESCRIPTION	MASTER CARTON
B. 477-2423	XL SCARAB	\$39.99	The GIANT robotic creature that you control! Flips over from its back.	4
C. 477-2422	XL SPIDER	39.99	The GIANT robotic creature that you control! Full-range remote control with two bands.	4

ZOMBIE
GLOWS IN THE DARK



IFI PART#	PRODUCT	MSRP	DESCRIPTION	MASTER CARTON
A. 460-3156	AQUABOT ZOMBIE	\$12.99	The water-borne micro robotic creature with a translucent, glow in the dark exoskeleton!	10
B. 477-3252	ZOMBIE ASSORTMENT	12.99	The robotic creatures with Glow in the Dark exoskeletons! Comes in an assortment of Larva and Scarab.	10



Batteries included in most of our toys!

HEXBUG.com

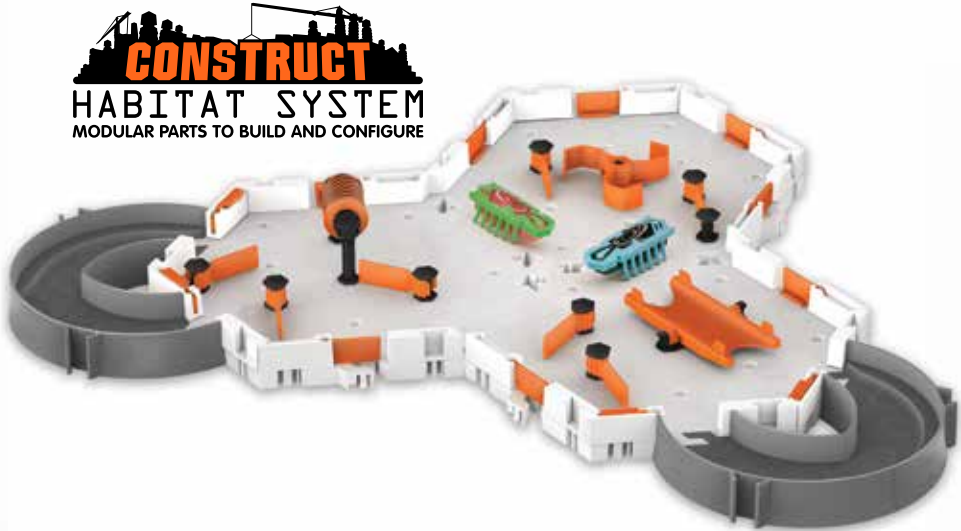


IFI PART#	PRODUCT	MSRP	DESCRIPTION	MASTER CARTON
A. 477-2096	ZOMBIE NANO	\$4.99	A Nano in coffin-shaped packaging and a removable, glow in the dark exoskeleton. Comes assorted in black and orange coffins.	12
B. 477-1959	EASTER EGG NANO	4.99	Outfitted with removable bunny ears and fun, egg-shaped packaging! Assorted Nano colors.	15
C. 477-2092	HOLIDAY NANO	4.99	Removable reindeer antlers and packaged in a festive clear ornament. Assorted red and green Nanos come imprinted with a rare snowflake design on its back, making it an excellent collector's item.	15
D. 477-2678	SANTA NANO	4.99	This festive reindeer-spotted Nano is outfitted with removable antlers and transports jolly Ole Saint Nicholas in his sleigh to the next destination.	12

Batteries included in most toys!

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IFI PART #	PRODUCT	MSRP	DESCRIPTION	MASTER CARTON
A. 477-2409	NANO	\$4.99	The robotic creature that behaves like a real bug!	12
B. 477-2446	NANO GLOW	6.99	The robotic creature that behaves like a real bug and Glows in the Dark!	12
C. 477-3137	NANO 5PK	19.99	5-pack assortment comes with 4 Nanos + a BONUS Glow in the Dark Nano.	4

IFI PART #	PRODUCT	MSRP	DESCRIPTION	MASTER CARTON
A. 477-2088	CONSTRUCT HABITAT	\$24.99	The Construct Set features removable parts and accessories to unleash kids' creativity. Accessories include pegs, flags, merry-go-rounds, rollers, and seesaws.	4
B. 477-1993	HIVE	39.99	This transportable set opens ready to play! The Hive also connects to your other habitat track accessories!	4
C. 477-3391	BATTERIES 12-PACK	9.99	Replacement batteries for most HEXBUG models! PDQ display 12 battery 12-packs.	12
D. 411-1233	BATTERIES 2-PACK	3.99	Replacement batteries for most HEXBUG models! PDQ display 16 battery 2-packs.	16



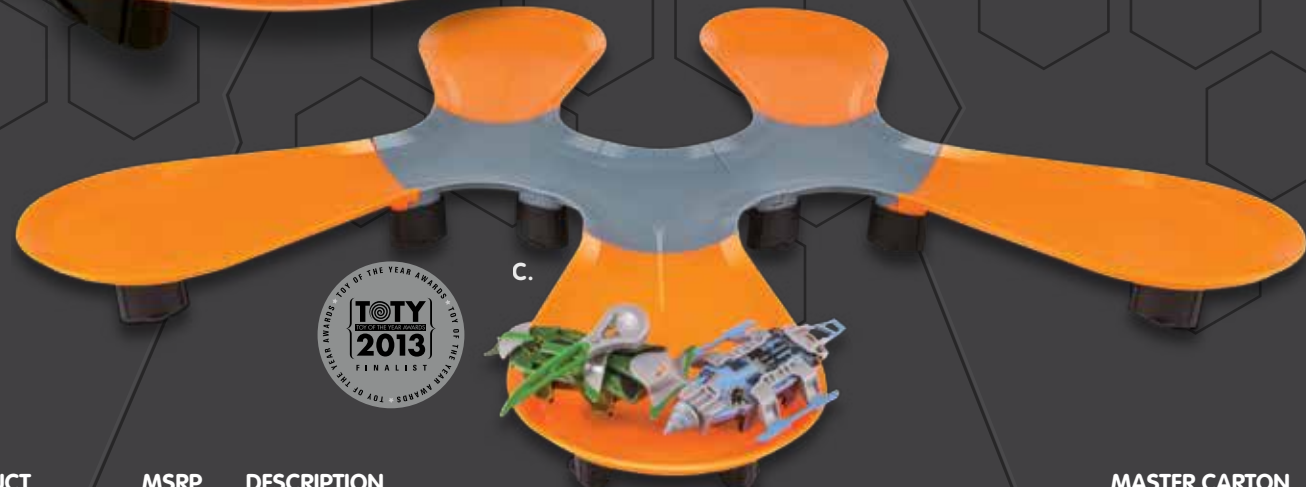
Batteries included in most toys!



Batteries included in most toys!



CUSTOMIZE
FOR
BATTLE!



IFI PART #	PRODUCT	MSRP	DESCRIPTION	MASTER CARTON
A. 477-1982	WARRIOR SINGLE	\$7.99	Single warriors with 12 different weapon and armor configurations.	12
B. 477-1981	BATTLE ARENA	19.99	Warriors battle it out at either end of the Arena. Two HEXBUG Warriors included with interchangeable weapons and armor.	8
C. 477-1979	BATTLE STADIUM	29.99	Build your own battle stadium! Two HEXBUG Warriors included with interchangeable weapons and armor.	4



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WARRIORS...TRANSFORM!

Exciting NEW WARRIOR playsets and action toys coming to retail!

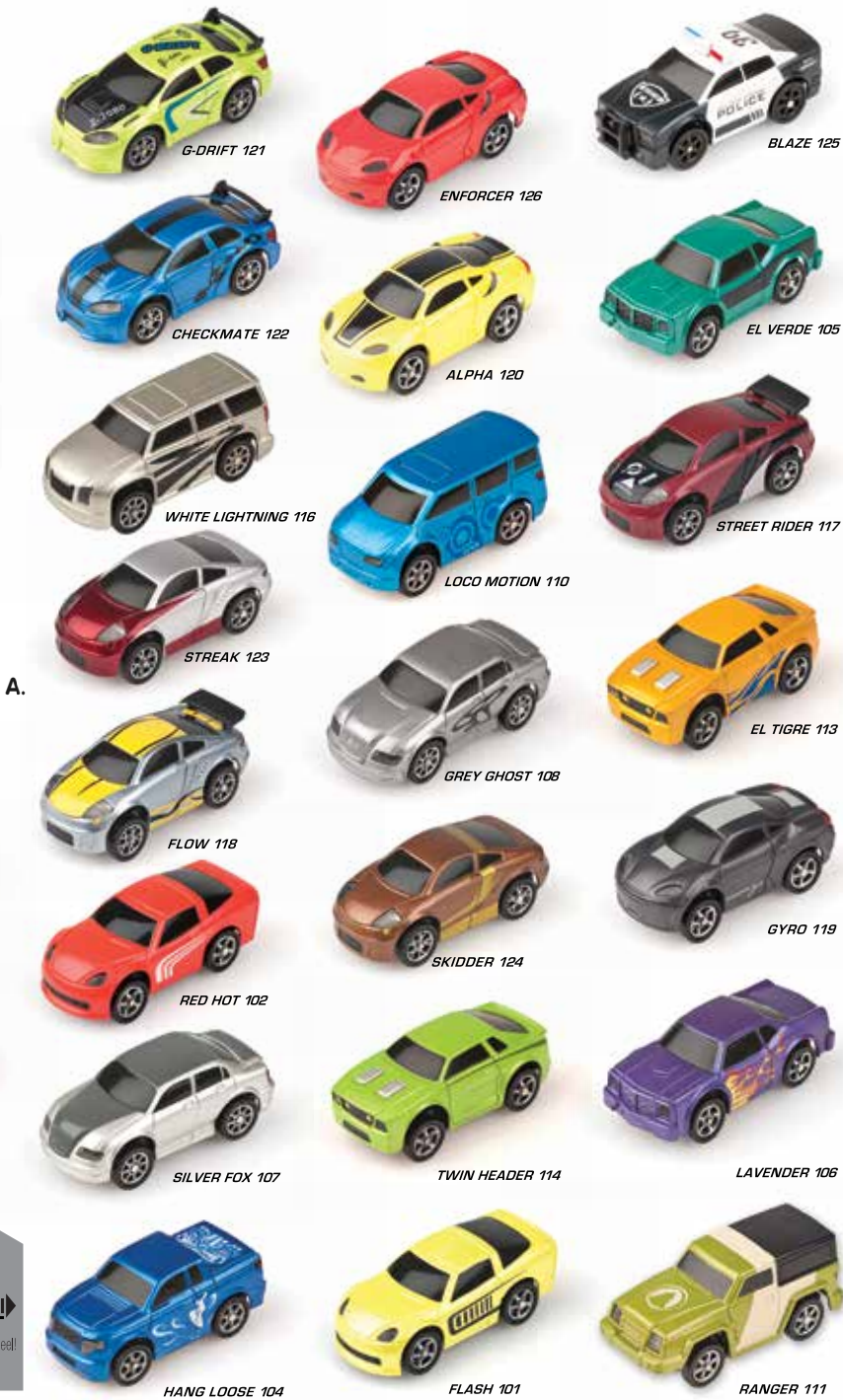


Major Movie Tie-in SUMMER 2014



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COLLECT THEM ALL



A.



IFI PART #	PRODUCT	MSRP	DESCRIPTION	MASTER CARTON
A. 640-3029	SINGLE VEHICLE	\$9.99	Single cars have lights and sounds, and react to codes on the road with flashing lights, sirens, break downs and more!	8

DRIFT TRACK
SET



B.



C.



ENFORCER
SET



IFI PART #	PRODUCT	MSRP	DESCRIPTION	MASTER CARTON
B. 640-2419	DRIFT TRACK SET	\$19.99	Tagamato Drift Track Set comes with one of two cars and either a toll booth or a stop sign.	4
C. 640-2420	ENFORCER SET	39.99	Tagamato Enforcer Set includes: one toll booth, one stop sign, and one parking lot. Also includes one police car and red sports car.	4

COLLECTOR'S
EDITION!

CHROME
TRI-PACK

inchworm™
MICRO ROBOTIC
CREATURES

spider™
MICRO ROBOTIC
CREATURES

ant™
MICRO ROBOTIC
CREATURES



A.



crab™
MICRO ROBOTIC
CREATURES

B.



original™
MICRO ROBOTIC
CREATURES

C.



larva™
MICRO ROBOTIC
CREATURES

D.

IFI PART #	PRODUCT	MSRP	DESCRIPTION	MASTER CARTON
A. 477-2345	CHROME TRI-PACK	\$49.99	A collector's edition tri-pack that includes chrome versions of the HEXBUG Spider, Inchworm and Ant.	4
B. 451-1241	CRAB	14.99	The robotic creature that reacts to light and sound!	6
C. 401-1150	ORIGINAL	9.99	The robotic creature that reacts to touch and sound!	8
D. 477-2090	LARVA	9.99	The slithering robotic creature that senses objects and changes direction.	8



spider™
MICRO ROBOTIC
CREATURES

A.



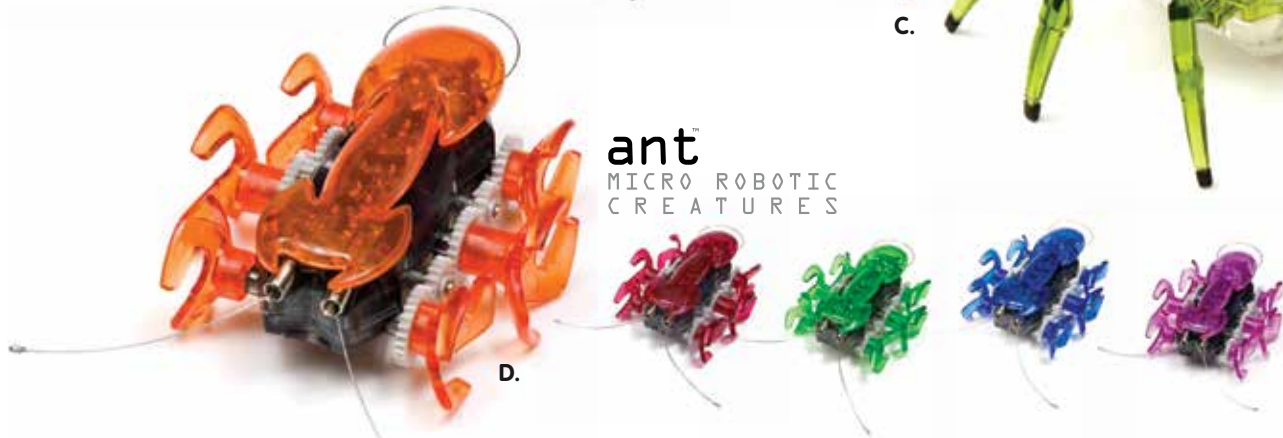
inchworm™
MICRO ROBOTIC
CREATURES

B.



scarab™
MICRO ROBOTIC
CREATURES

C.



ant™
MICRO ROBOTIC
CREATURES

D.



IFI PART #	PRODUCT	MSRP	DESCRIPTION	MASTER CARTON
A. 451-1652	SPIDER	\$24.99	The robotic creature that you control! Full-range remote control with two bands.	6
B. 451-1247	INCHWORM	19.99	The robotic creature that you control! Full-range remote control with two bands.	6
C. 477-2248	SCARAB	9.99	The high-speed robotic creature that can flip itself over from its back.	6
D. 401-1363	ANT	9.99	The high-speed robotic creature that reacts to touch!	8



Batteries included in most toys!

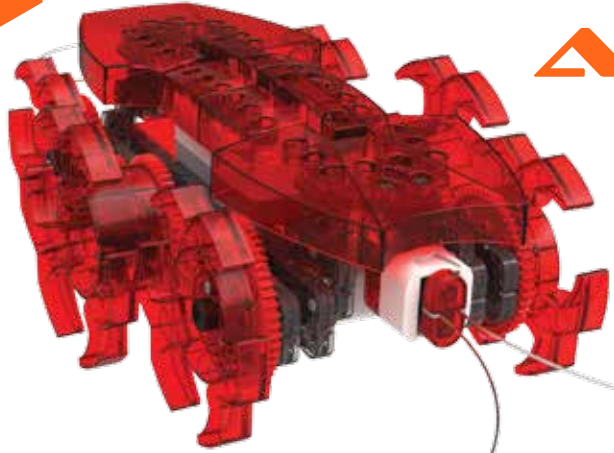
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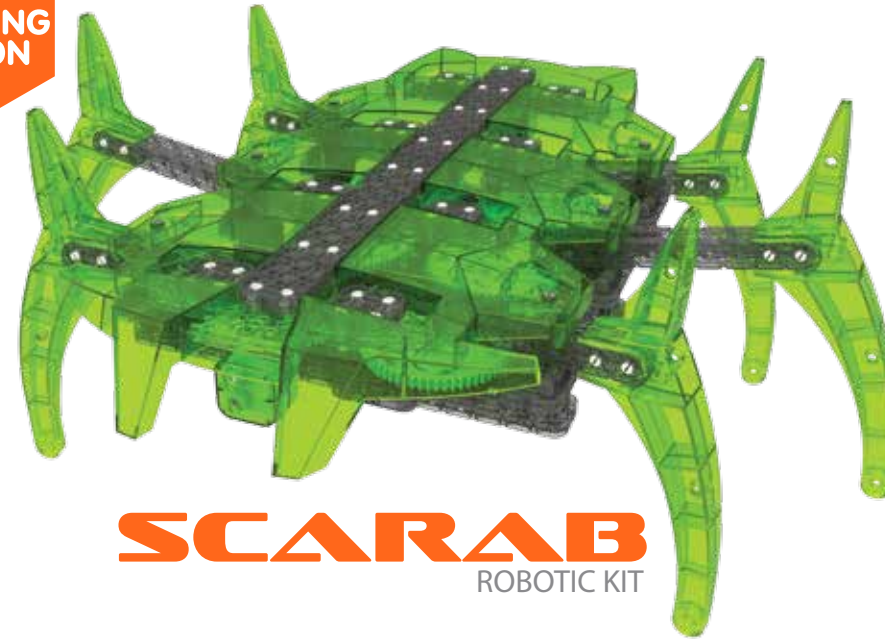
HEXBUG.com

COMING
SOON



ANT
ROBOTIC KIT

COMING
SOON



SCARAB
ROBOTIC KIT

This collection of high-tech, tool-less robotic kits allows HEXBUG fans to build and program their favorite jumbo-sized HEXBUG micro robotic creature complete with motors and sensors. If you can think of it, you can build it!

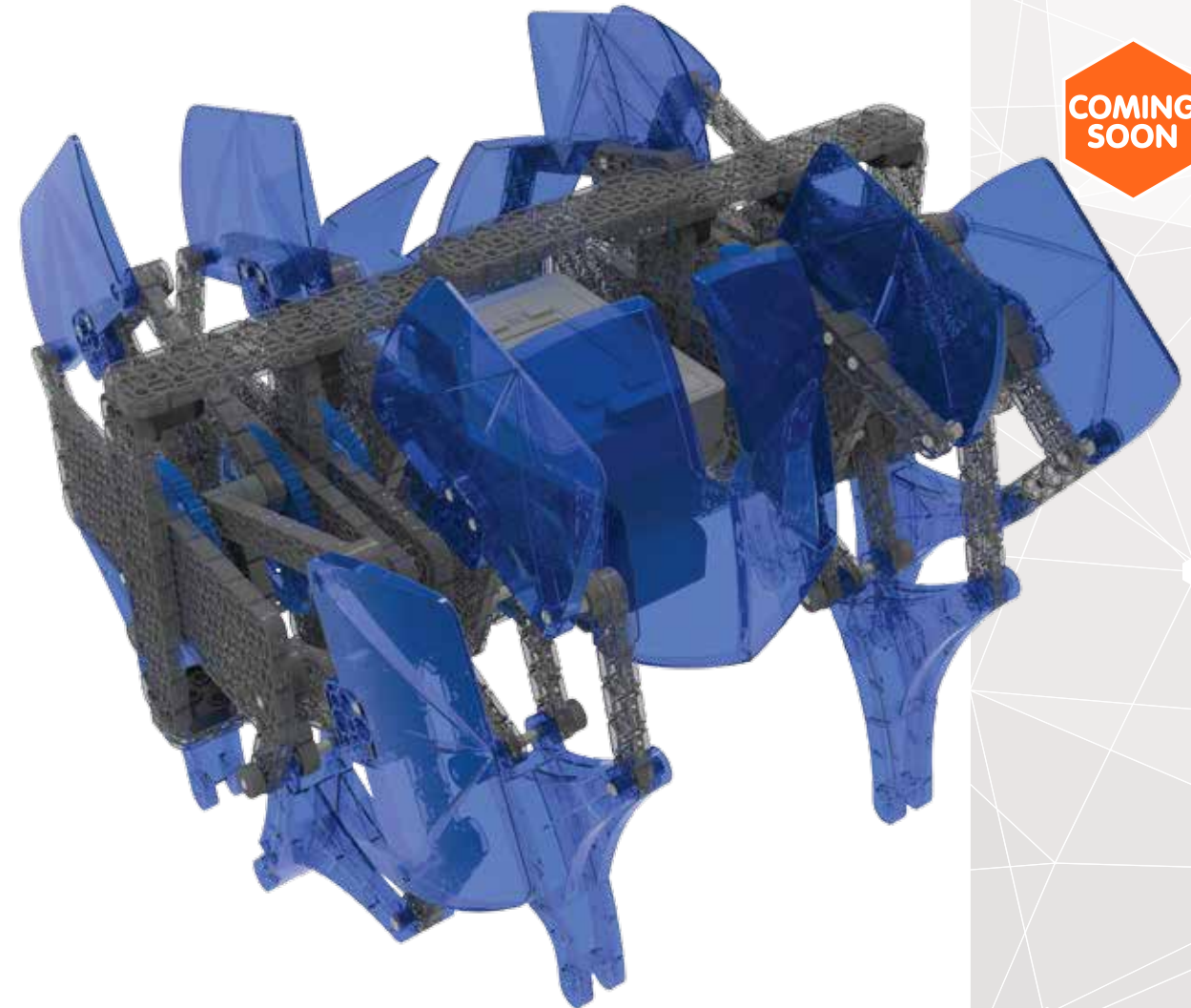
COMING
SOON



SPIDER
ROBOTIC KIT

For the first time, consumers will be able to build and program their favorite jumbo-sized HEXBUG micro robotic creature complete with motors and sensors!

COMING
SOON



STRANDBEAST
ROBOTIC KIT