



COLECO

TOYS & GAMES

TOY FAIR 2016 GUIDE

Do you remember Coleco from the 1980s? The company that mass-produced Cabbage Patch Kids, turned Donkey Kong into a huge brand, as well as introduced the video game console, ColecoVision, and brought you classic tabletop games. Well guess what? **We're Back!**

Coleco / ColecoVision
109 Gaither Drive - Suite 306
Mount Laurel, NJ, 08054
Phone: (856) 222-0182
Fax: (856) 793-3058
Email: colecotoys@aol.com
www.colecotoys.com





- Family Gaming.
- Multi-Platform Gaming.
- Retro Style Play With Cartridge-Based Games.
- In Addition To New Titles, Backward Gaming Compatibility Will Allow Previously Released Games To Be Played.

COLECO
CHAMELEON
Is All
About Games!

As we have learned over the years, a video game console is only as good as the games that can be played on it. So we have spent a considerable amount of time outlining the games that we feel will be universally enjoyed by both retro and next gen gamers alike.

COLECO
CHAMELEON

Introducing The COLECO Chameleon

Coleco has created a great new video game system built on vintage family fun gaming that is both affordable and accessible. You shouldn't have to wait on time consuming game and patch loads and most importantly, true gamers always value variety and creativity over flashy graphics.

With that said, let us introduce you to the COLECO Chameleon, a new cartridge-based video game console. Our team consists of seasoned industry professionals who have dedicated their careers to making great video games. They know first hand what it takes.

The COLECO Chameleon is the first new video game system to play new games from cartridges in nearly twenty years. The Chameleon games are thoroughly tested before they are released, so you'll never need to download or apply software patches. Unlike downloadable games, cartridge games are stored on their own media and can be collected, traded, and resold. Through its cartridge slot and standard USB interface for controllers and other devices, the Chameleon's functionality can be extended without ever needing a system update.

Take Gaming Back To Its Roots.

- Never patch a game. Games are tested thoroughly before release, just like they used to be.
- Never update your system or risk turning it in to a brick. Your console stays factory fresh.
- No network connection or game server(s) required. Never fear your favorite game will get pulled and shut down.
- No hidden costs from downloadable or streaming content.

The COLECO Chameleon Console

If you look closely you might notice something familiar about the appearance of the COLECO Chameleon. In a move that saved the team considerable start-up capital we purchased and took ownership of the original mold tooling Atari used to create the Atari Jaguar in the early 1990s. This tooling is still in exceptional condition and able to create high quality, polycarbonate parts to this very day. We are re-purposing this tooling to create the COLECO Chameleon console and cartridge shells with slight modifications.

The COLECO Chameleon Controller

The COLECO Chameleon controller is designed to have the best of both worlds. From modern day controllers come responsive dual-analog sticks and shoulder buttons combined with the all familiar and loved classically inspired D-pad and correctly oriented buttons. The COLECO Chameleon will utilize its own USB controllers but gamers will also have the option to plug in their other favorite USB controllers and devices, even a keyboard!

Collaborate With



Whether it's with toys, gaming consoles or apps, here at Coleco, we plan for the future and growth is always on our minds. By following consumer trends, keeping up with key developments, and investing in new technology, we have a clear understanding of where we want to be.

Our latest release, the ColecoVision Flashback is currently a hot seller for outlets such as Amazon, Bed Bath and Beyond, Dollar General, Toys R' Us and other retailers and has totalled 500k units sold to date.

The King Has Returned!!!!

Retro gaming is hot and such is evident even in pop culture as Pixels, a Columbia Pictures' film that starred Adam Sandler, featured retro video games as a major factor to its plot as it grossed \$236M worldwide.

While retro gaming continues to pick up steam, Coleco has returned to claim its place among the elite. **As an established brand with a turn-key operation and a dedicated ownership group, we understand the market and surround ourselves with supportive individuals that compliment our strengths. While we are a toy and gaming company, we are also implementing a culture that enables Coleco to become a lifestyle.**

Here's What The Experts Are Saying...



"The creators of the ColecoVision are back with a new cartridge-based console!"

Founded in 1932, Coleco originally stood for Connecticut Leather Company. Moving away from leather supplies, Coleco turned to items such as dolls and tabletop games. With the success of Atari and Pong, Coleco produced their own home Pong console called the Coleco Telstar and immediately experienced their own success as they designed and produced 9 additional Telstar products.

After a couple years, ColecoVision was born and would be packaged with the extremely popular arcade game Donkey Kong. Coleco would go on to sell more than 6 million ColecoVision consoles in just 3 years and their collaboration with CBS Electronics would enable them to sell 8 million consoles in just 2 years through various dealers worldwide.

Coleco then produced the Cabbage Patch Kids. Parents stood in long lines outside the store trying to get one of the dolls for Christmas. Coleco then went on to sell 2.5 million dolls but even that wasn't enough as they would later ramp up production, and in 1984 alone, 20 million dolls were bought as they pulled in record sales of 600 million dollars.

While those were the golden years for Coleco with the launch of Cabbage Patch Dolls, ColecoVision, as well as their tabletop games, the company did fall on some tough times and went out of business in 1990.

But Coleco would be revived by Mark Thomann with Chris Cardillo later coming on to assist with the revitalization process. Coleco's comeback story will include the launch of the Coleco Chameleon-developed by Mike Kennedy and Retro Video Game Systems, the continued success of the ColecoVision Flashback, and more.

COLECO Toys & Games '80



we're the one.

Our Rich History



GET IN TOUCH

Now accepting partnerships with distributors, retailers, investors,
and developers as well as licensing agreements.



Coleco / ColecoVision
109 Gaither Drive - Suite 306
Mount Laurel, NJ 08054



Phone : 856-222-0182
Fax: 856-793-3058



Web: www.colecotoys.com
Email: colecotoys@aol.com