GAME BOY™

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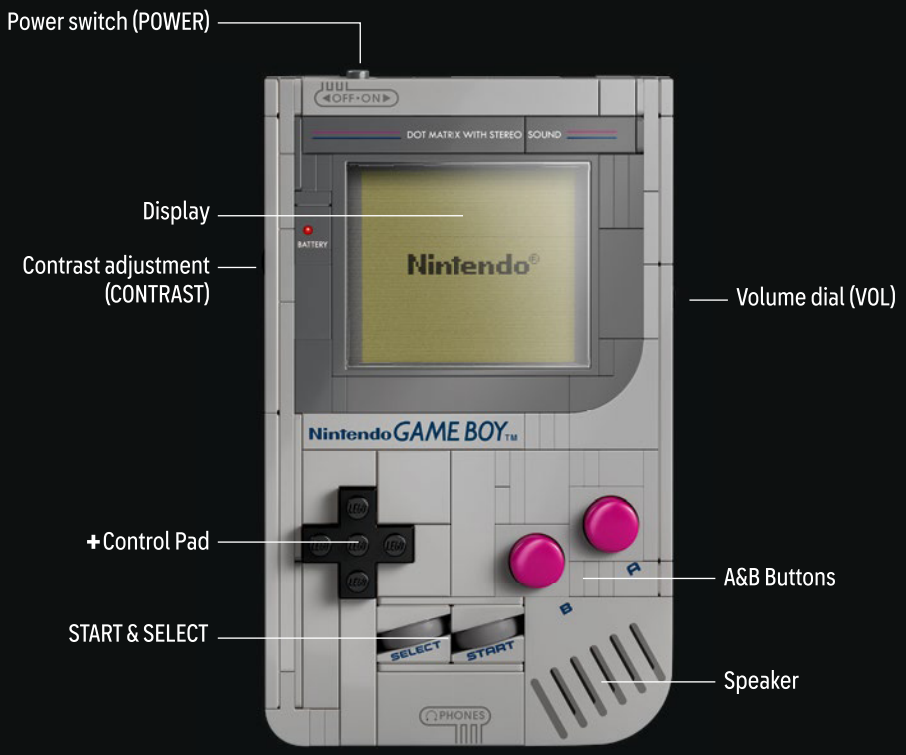
THANK YOU FOR SELECTING THE LEGO® GAME BOY™



CAUTION! Clicking the power switch may result in acute feelings of nostalgia.

INSERT TO CONTINUE

This authentic LEGO® Game Boy™ has been constructed using the finest materials to appeal to you, the discerning retro gamer. For the full 1989 experience, insert the Game Pak cartridge and realistic Lenticular Screen and ignore repeated calls to come downstairs for your dinner.

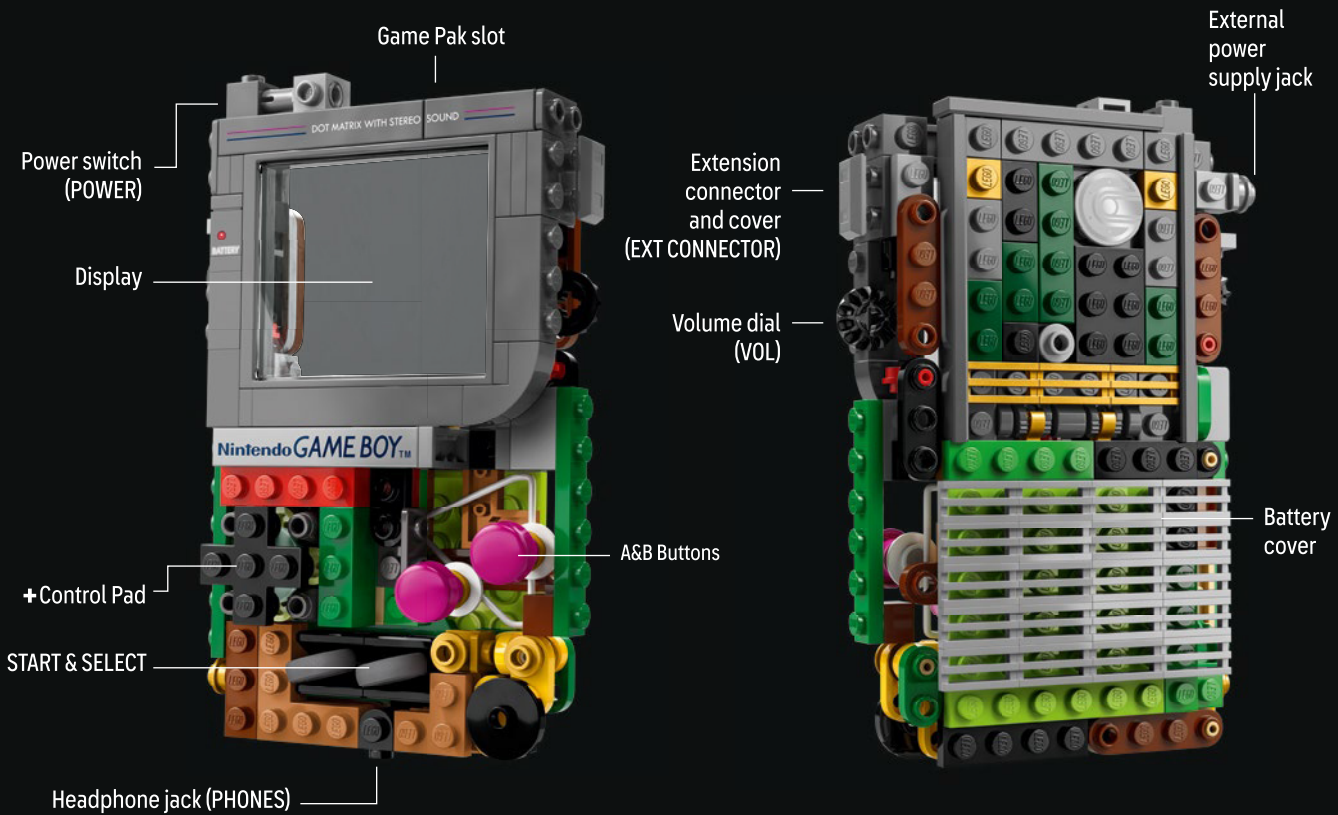
BASIC SET INCLUDES:

- ***421 PIECES***
- ***TWO GAME PAK CARTRIDGES***
- ***THREE LENTICULAR SCREENS***
- ***ZERO BATTERIES (DON'T NEED 'EM!)***

HAND-HELD HISTORY

Upon its launch in Japan in 1989, the original Game Boy™ was considered a revolution in video gaming. The powerful, portable console allowed video-game fans to enjoy their favourite games on the go, with a battery life that lasted up to a whole day. Our designers, very much fans themselves, have lovingly recreated its iconic form, so that you can own an authentic piece of hand-held history. Batteries not included.

UNCOVER AN ICON



IT'S WHAT'S INSIDE THAT COUNTS:
Sure, the iconic casing might be the star of the show, but we showed just as much love to the interior of both the LEGO® Game Boy™ and Game Pak, obsessing over detail and colour for that authentic feel.

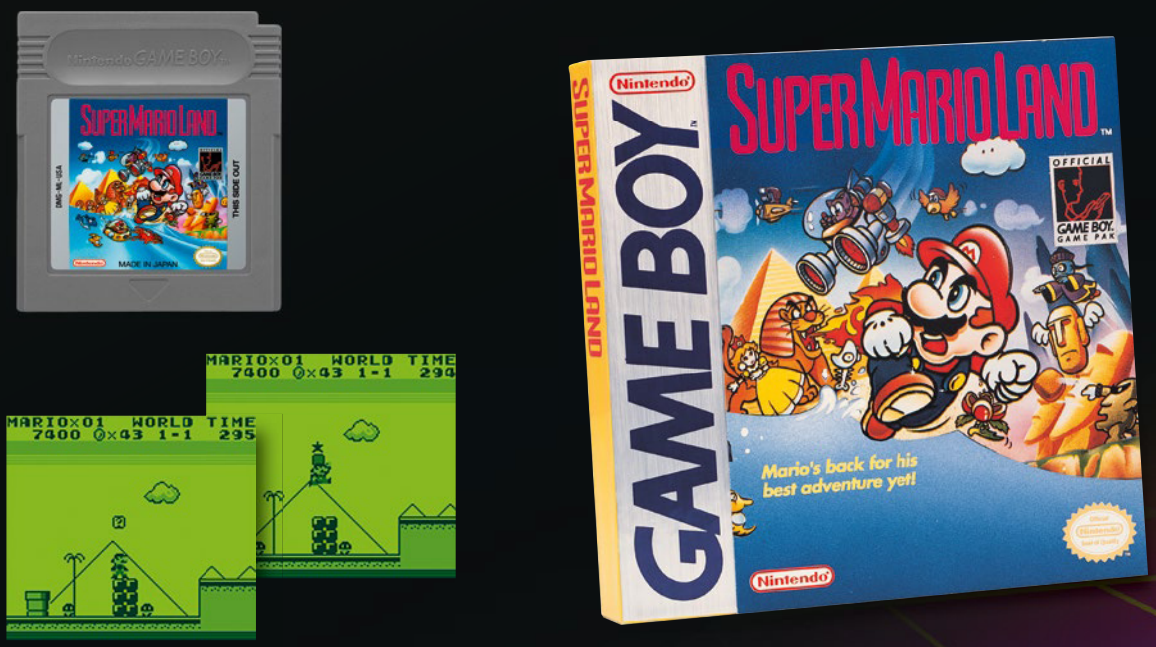
"I love watching people use the power switch, when they feel that snap, it always takes them back to that Game Boy realm!"

LEGO® Game Boy™
Lead Designer Carl Merriam

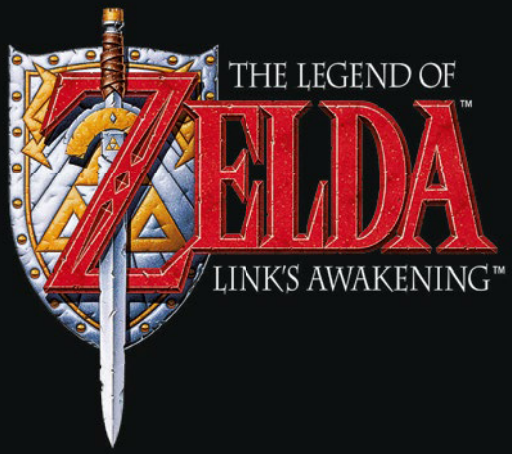
SUPER MARIO LAND™

ONE GIANT LEAP

With appearances in numerous NES, arcade and Game & Watch titles, Mario was no stranger to the world when he jumped onto the Game Boy™ for the first time in *Super Mario Land™*. Launched alongside the Game Boy's release in 1989, the game sees Mario explore a whole new world, called Sarasaland, as he attempts to rescue Princess Daisy in her debut appearance. The responsibility to translate the much-loved, platform-based gameplay from the more powerful NES to the small screen fell to the same team developing the Game Boy itself, giving them precious insights into the console's potential. They couldn't have fared better – critics and fans alike agreed that it was a giant leap forwards for a handheld title, with 12 expertly plotted levels packed with original enemies and a devilish expert mode for seasoned gamers. It's still considered a classic.



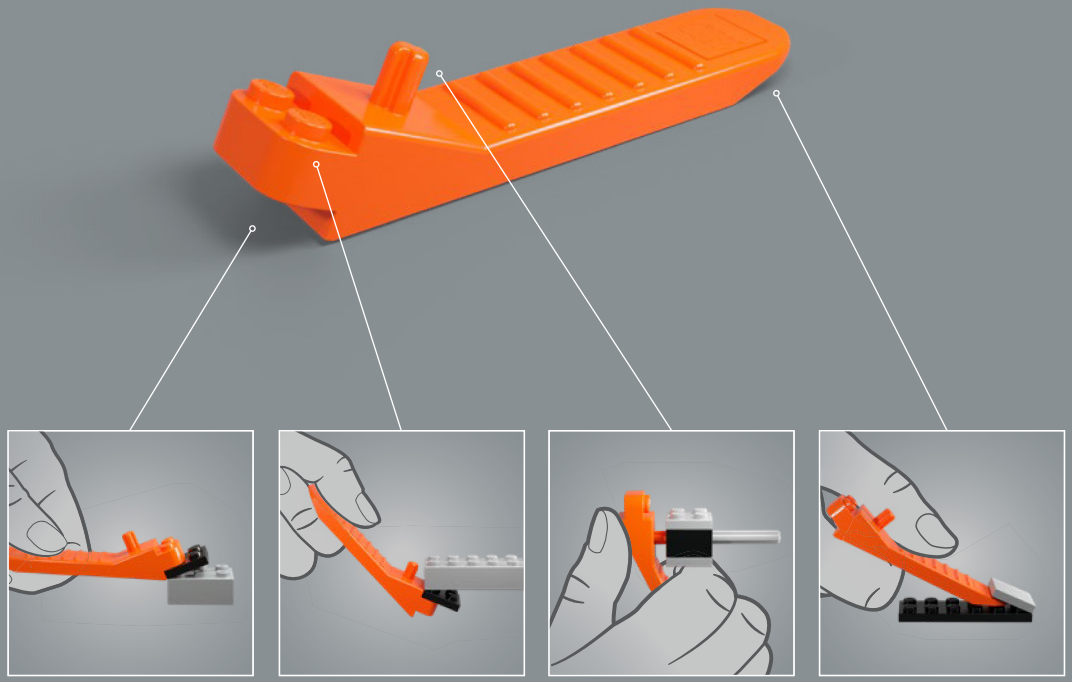
ICONIC: Game Pak and in-game screens from the original *Super Mario Land™*.

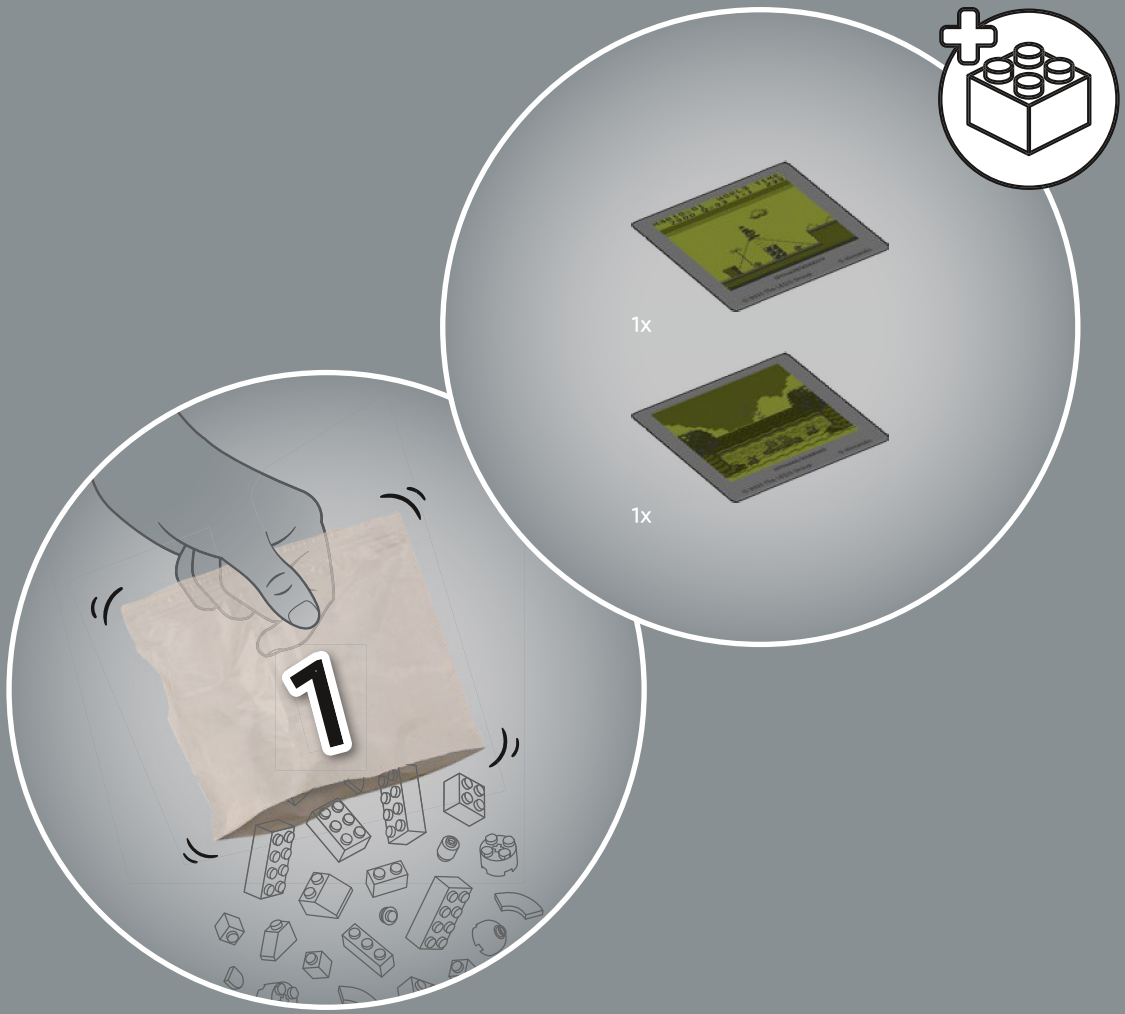


SMALL SCREEN. BIG ADVENTURE.

Released in 1993, four years after the Game Boy's launch, *Link's Awakening* was the small-screen debut for the already-popular *Zelda* franchise. Adored by fans for its emotionally driven, story-based gameplay, with wonderfully creative puzzles and challenges, this was the first *Zelda* title to be set outside of the kingdom of Hyrule, and the first not to feature Princess Zelda. In *Link's Awakening*, the titular character is stranded on an island. His only chance of escape is to awaken the mythical Windfish by collecting magical musical instruments. Its place in the hearts and minds of gamers of all ages, all over the world, remains to this day.

LEGENDARY: Original in-game screens from *Link's Awakening*.

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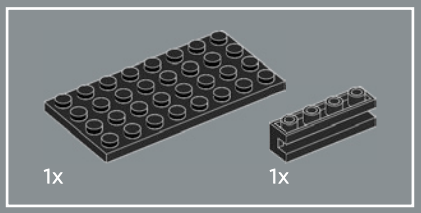

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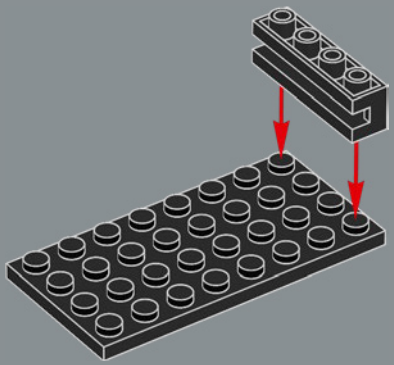

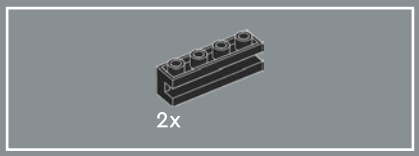

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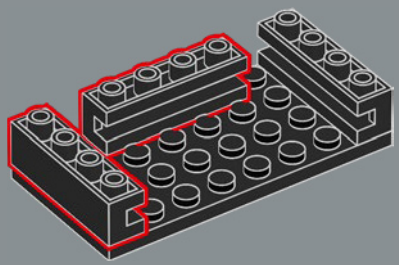

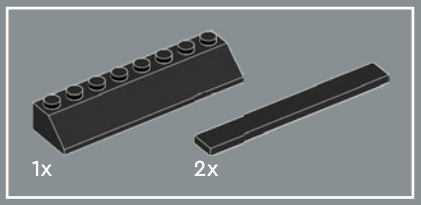

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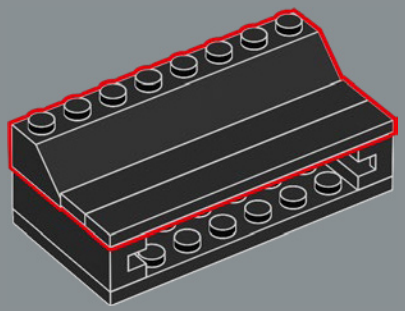

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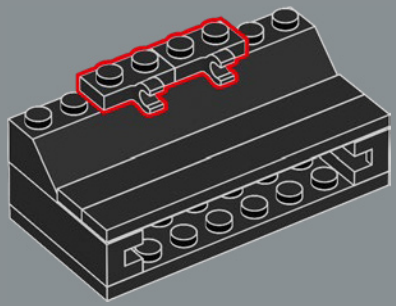

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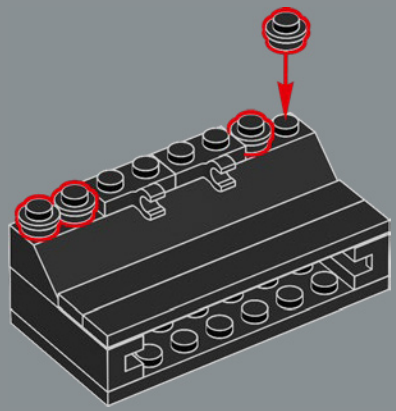

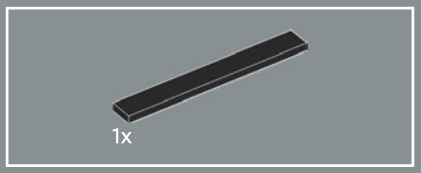

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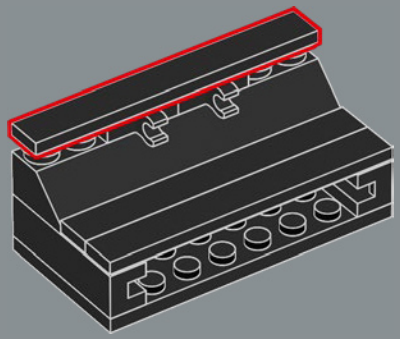

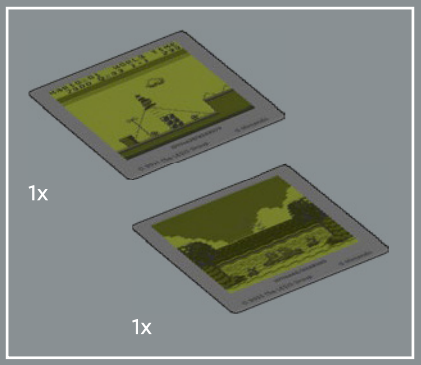

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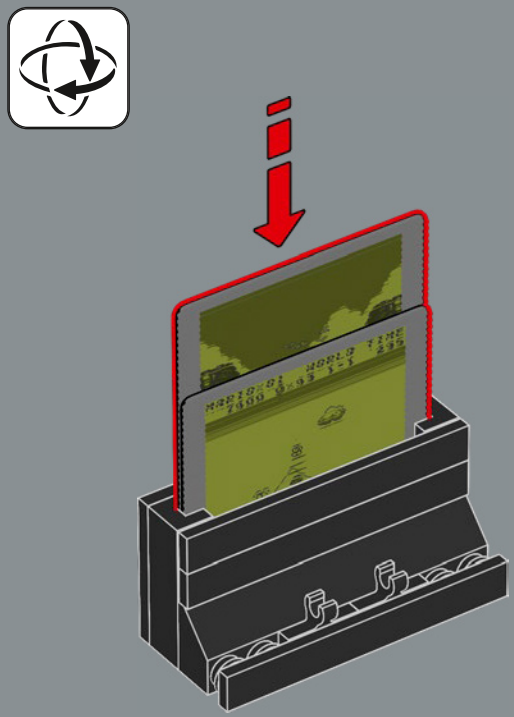

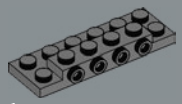

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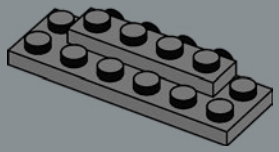

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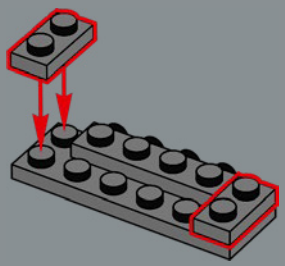

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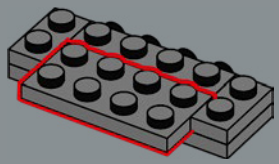

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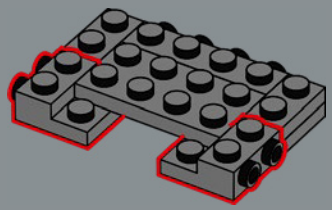

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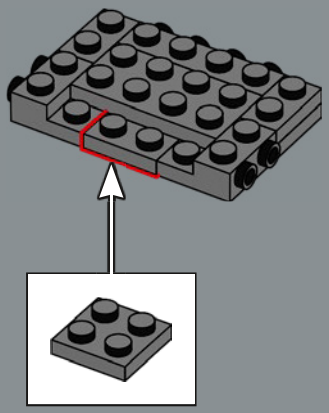

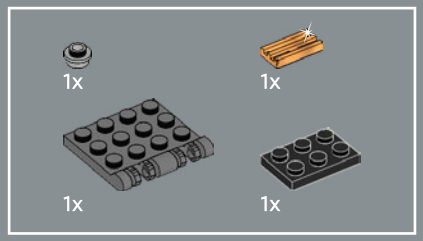

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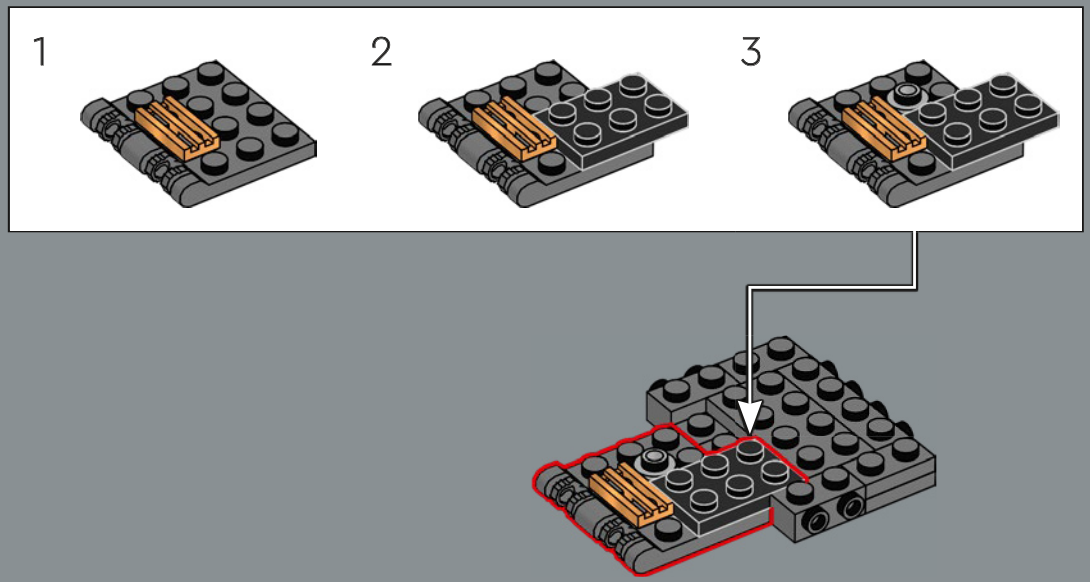

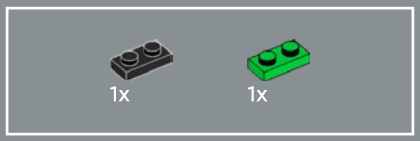

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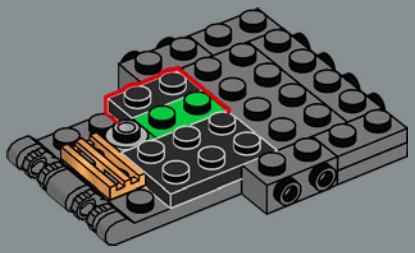

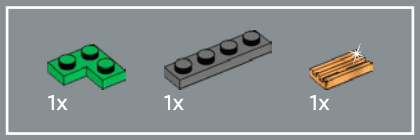

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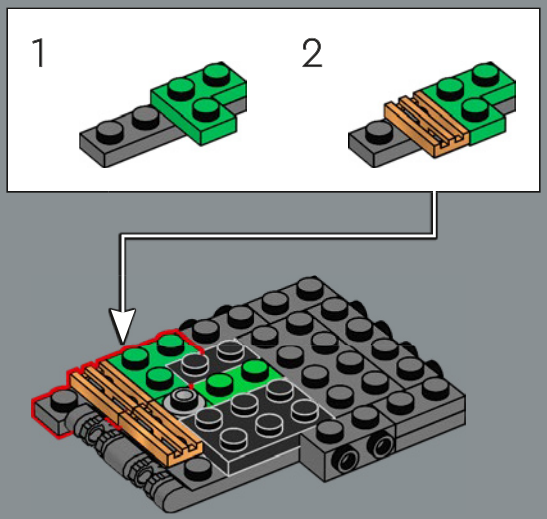

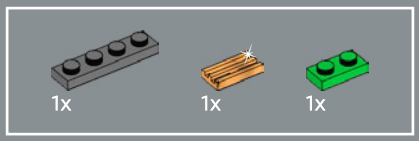

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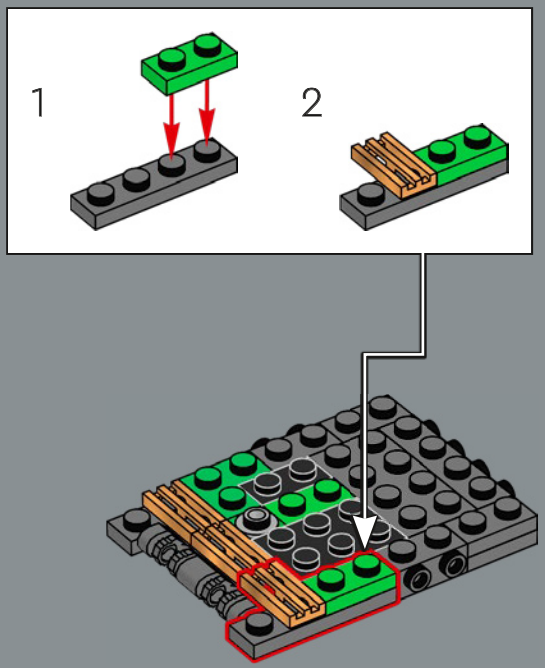

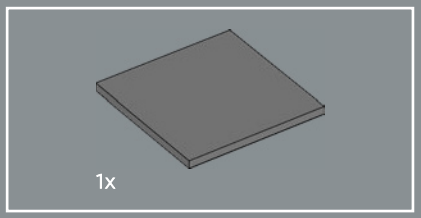

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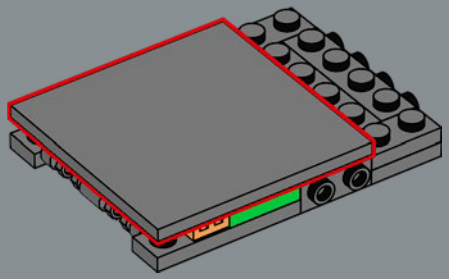

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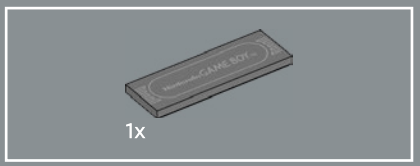

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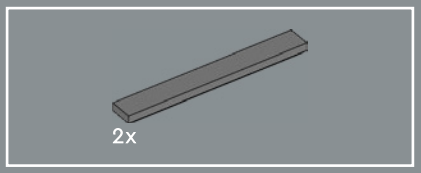
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Nintendo GAME BOY
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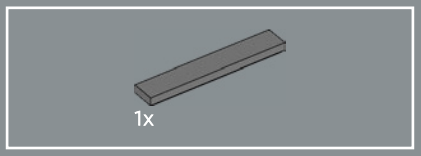
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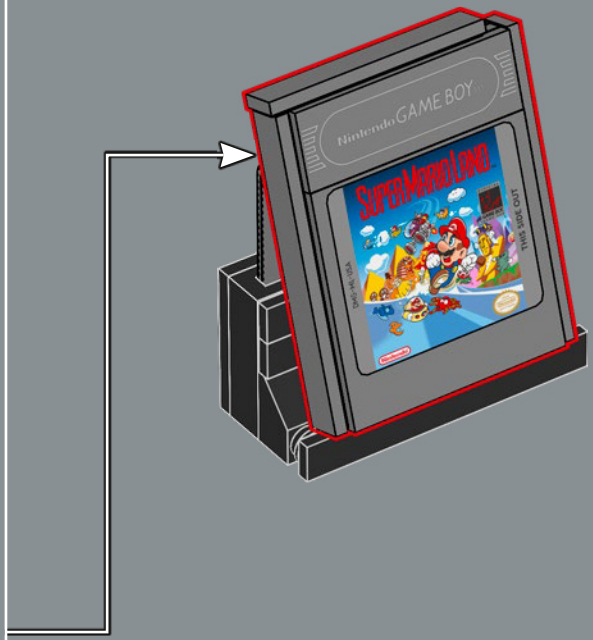
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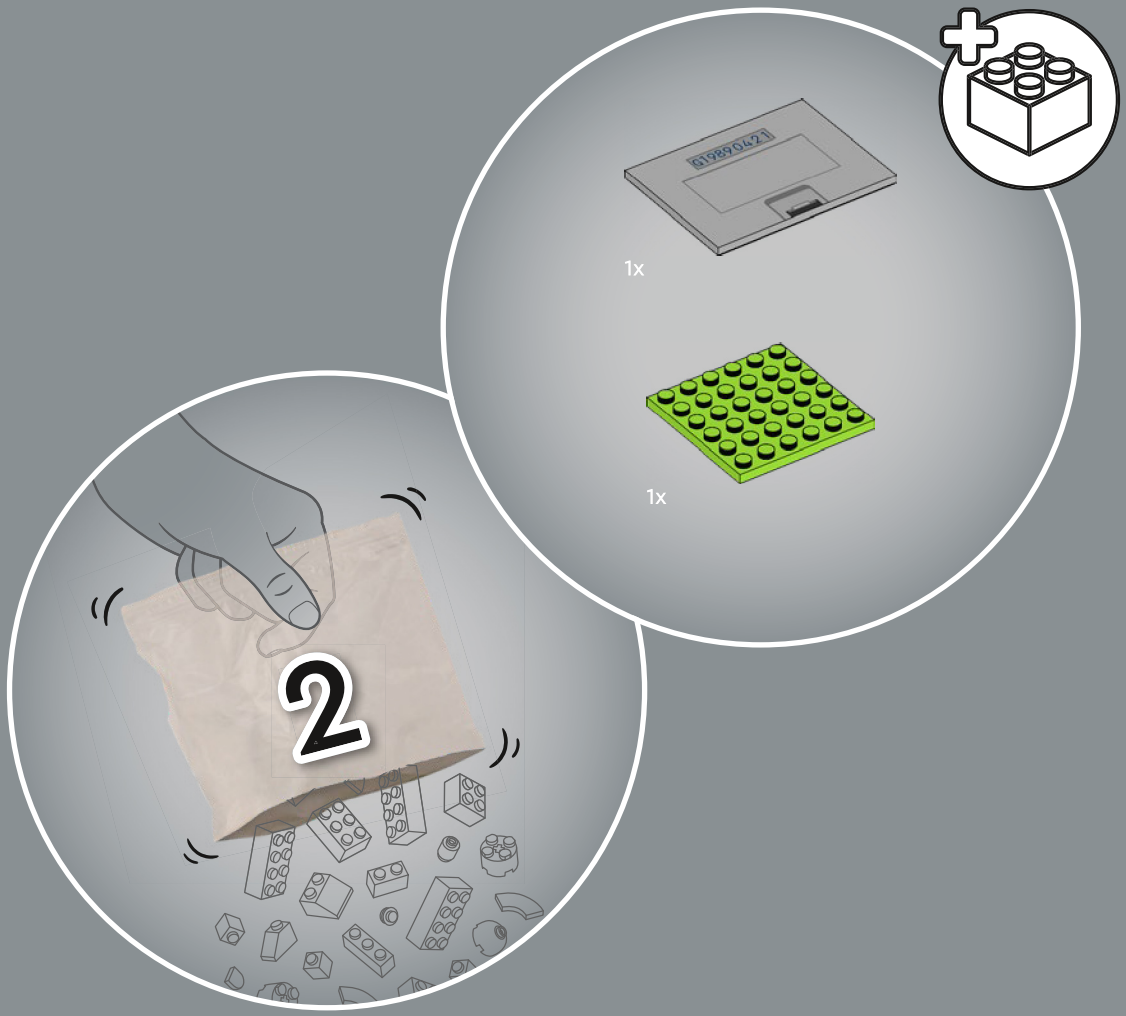
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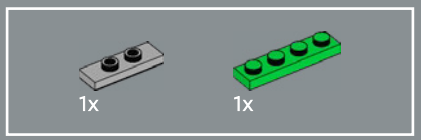

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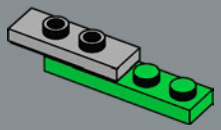

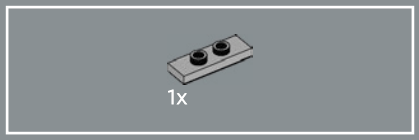

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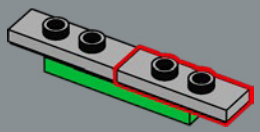

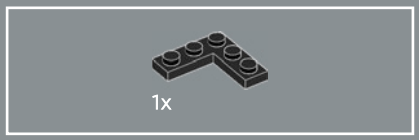

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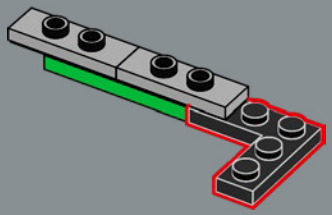

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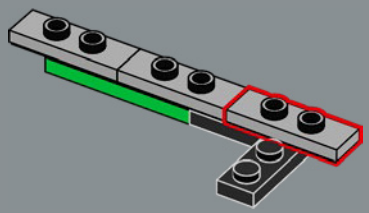

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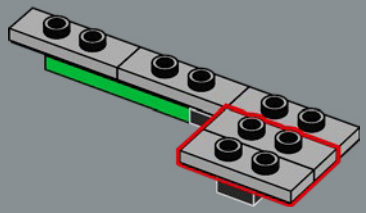

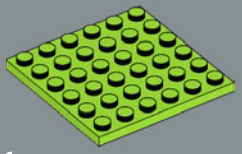

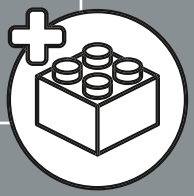

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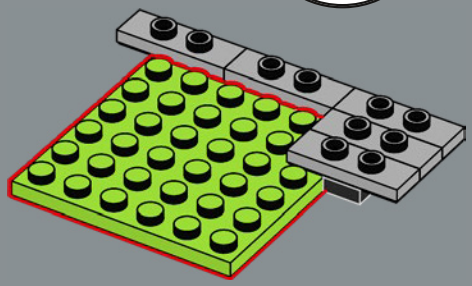

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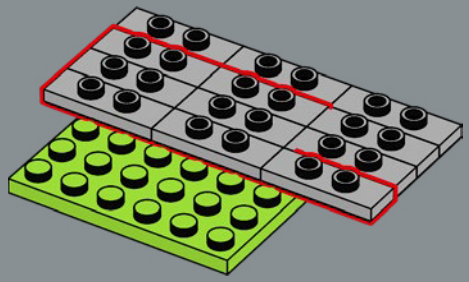

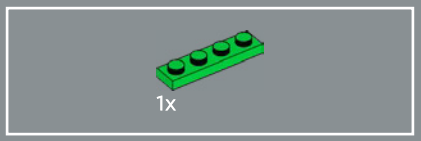

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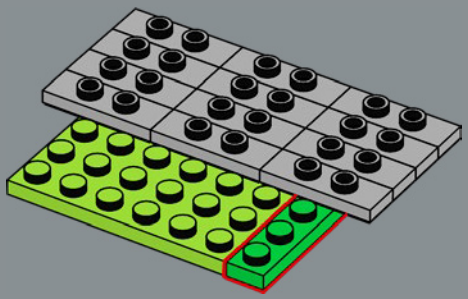

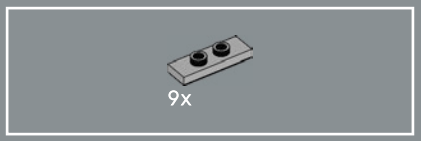

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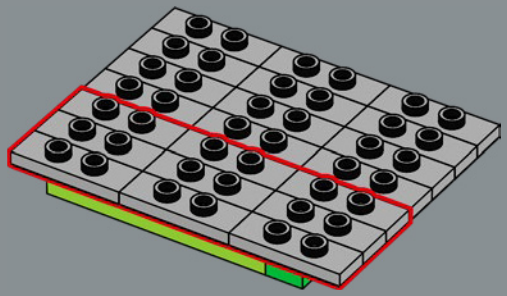

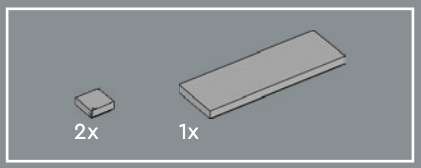

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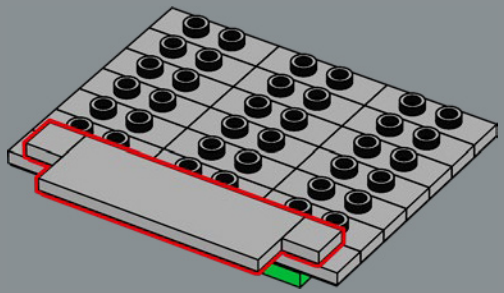

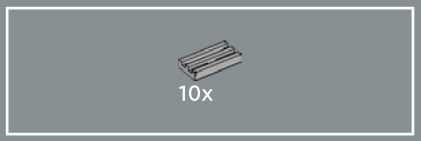

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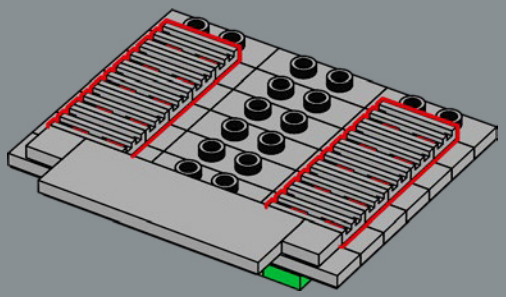

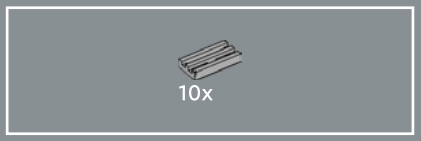

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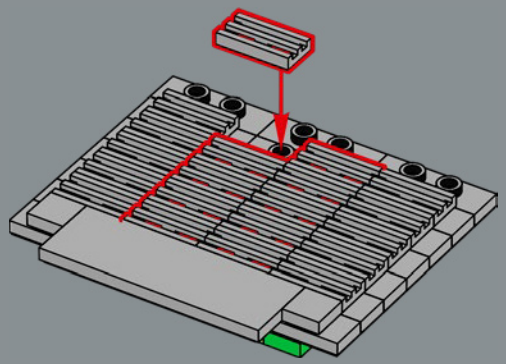

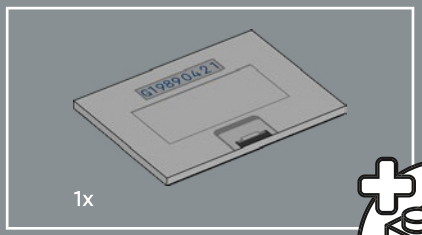

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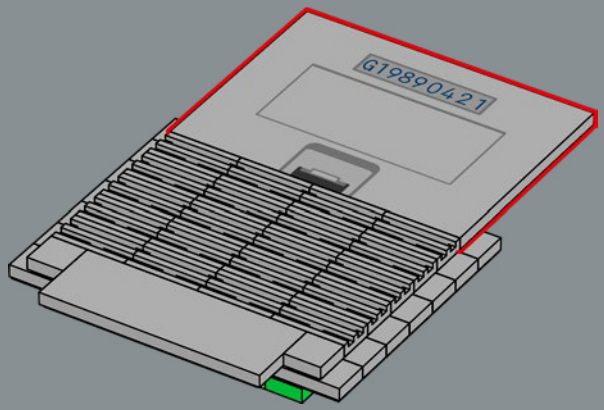

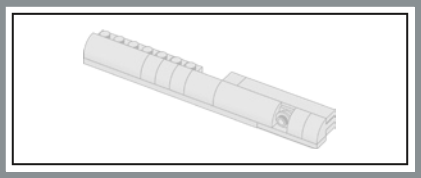

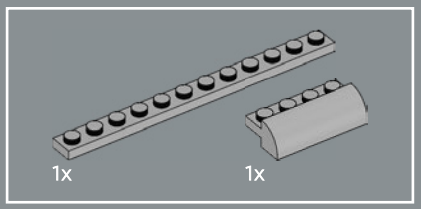

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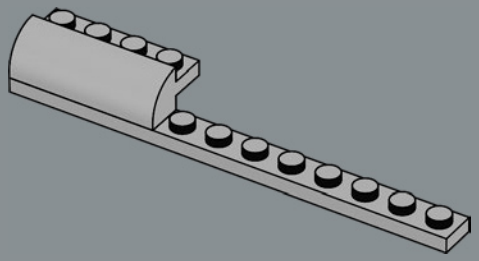

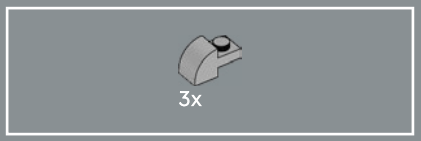

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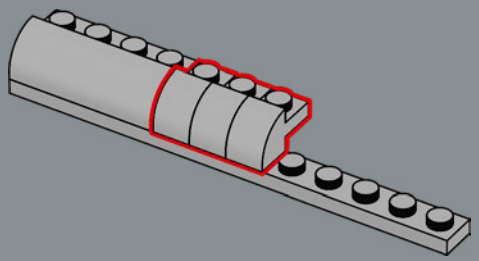

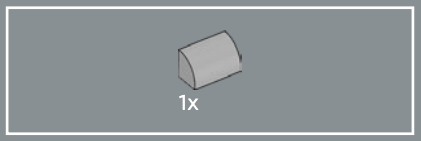

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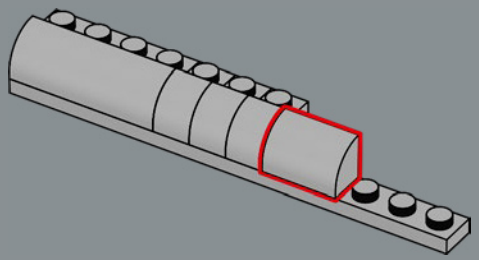

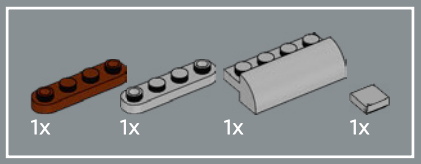

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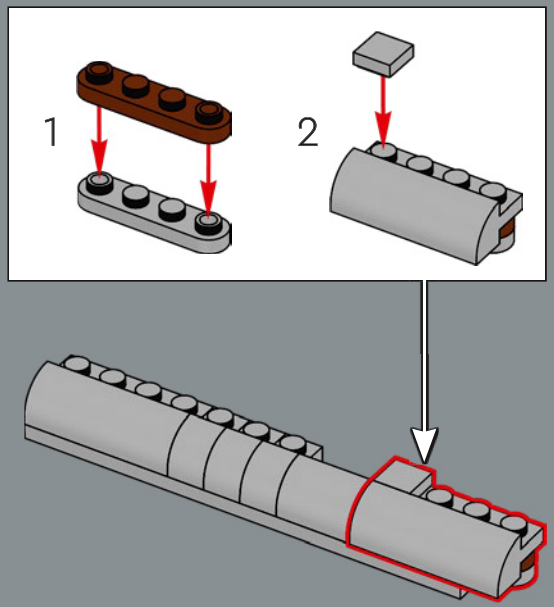

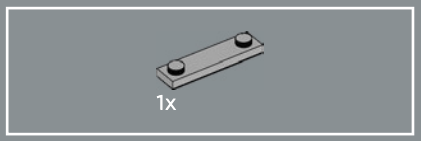

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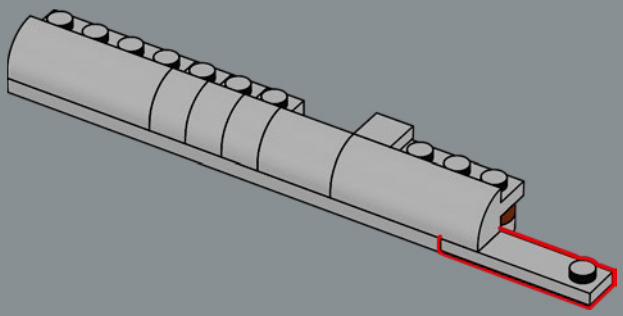

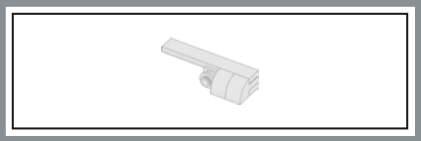

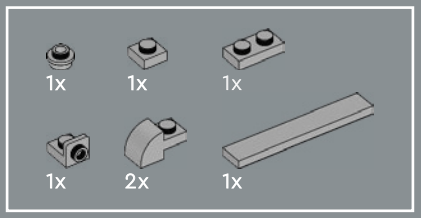

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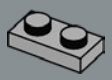

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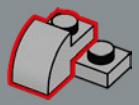

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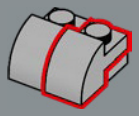

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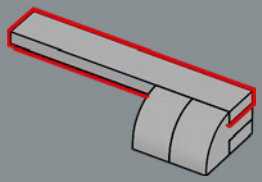

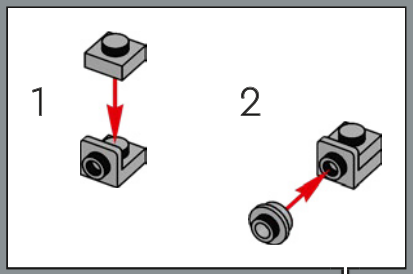

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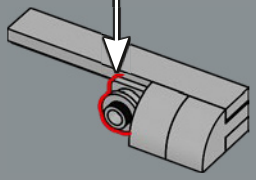

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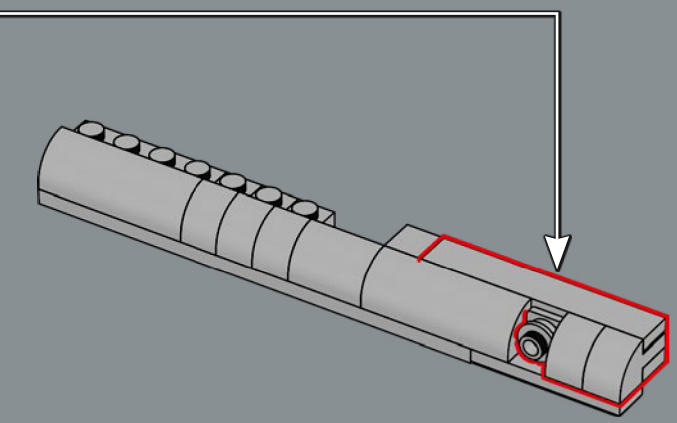

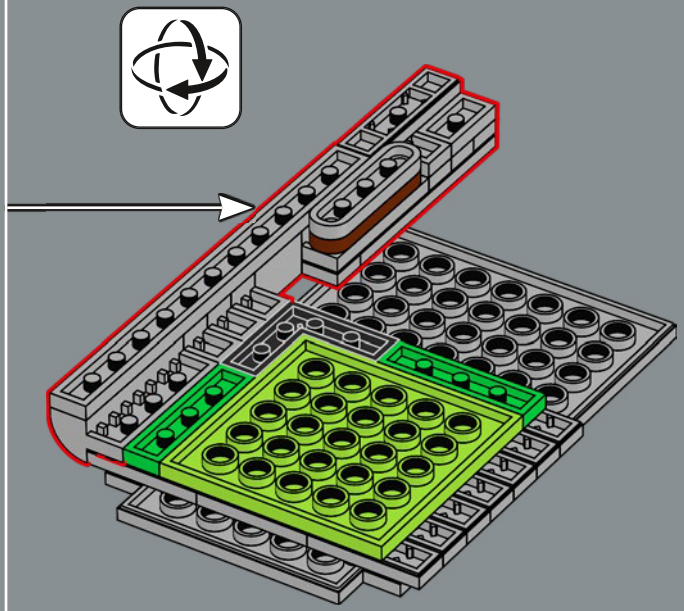

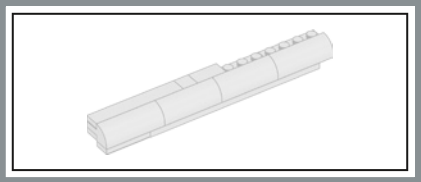

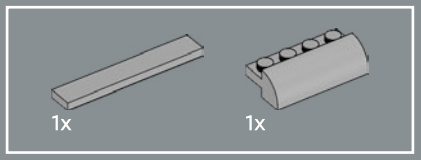

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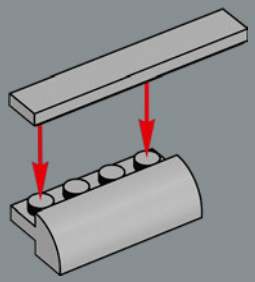

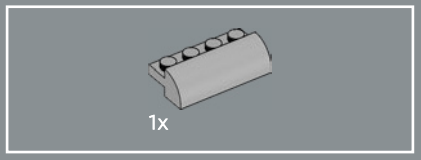

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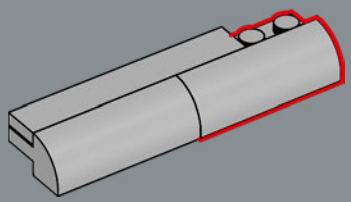

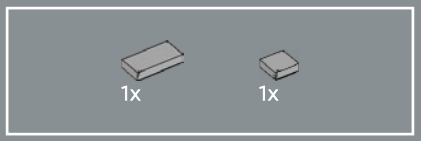

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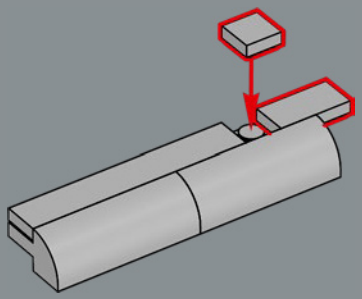

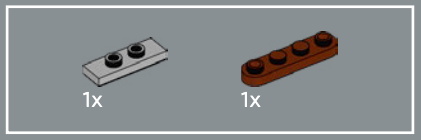

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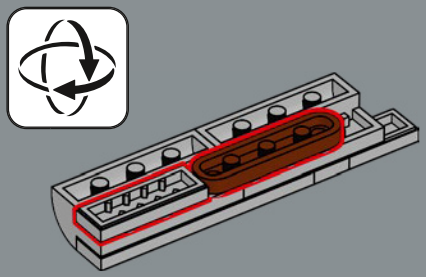

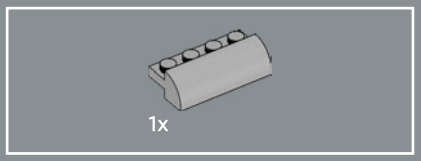

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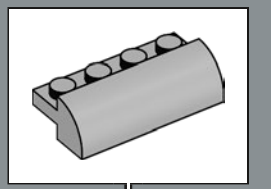

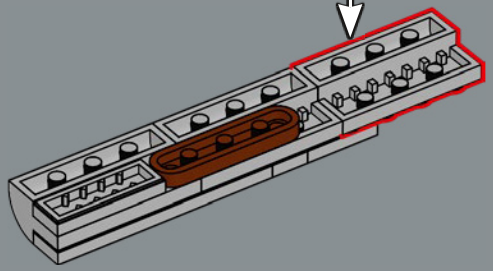

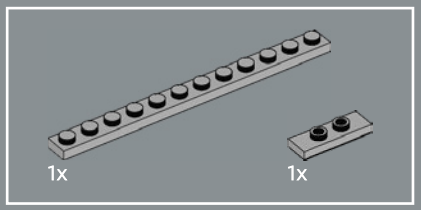

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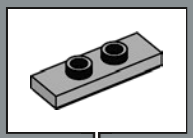

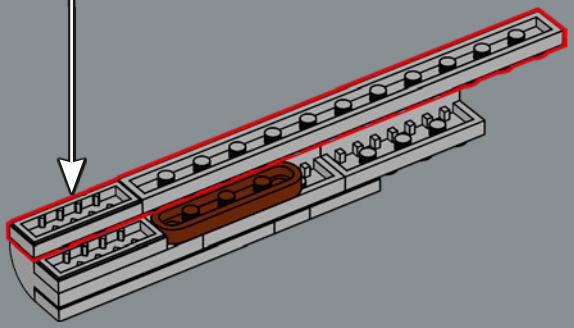

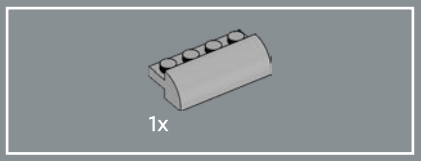

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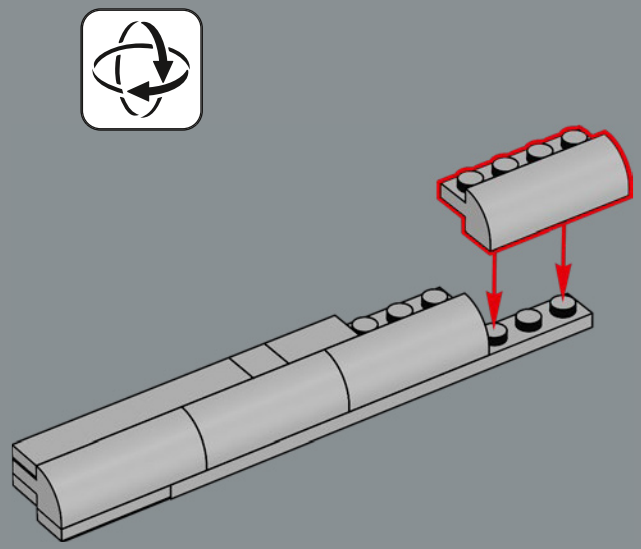

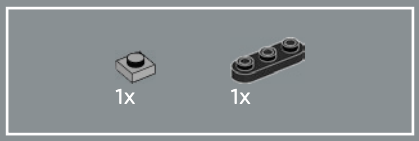

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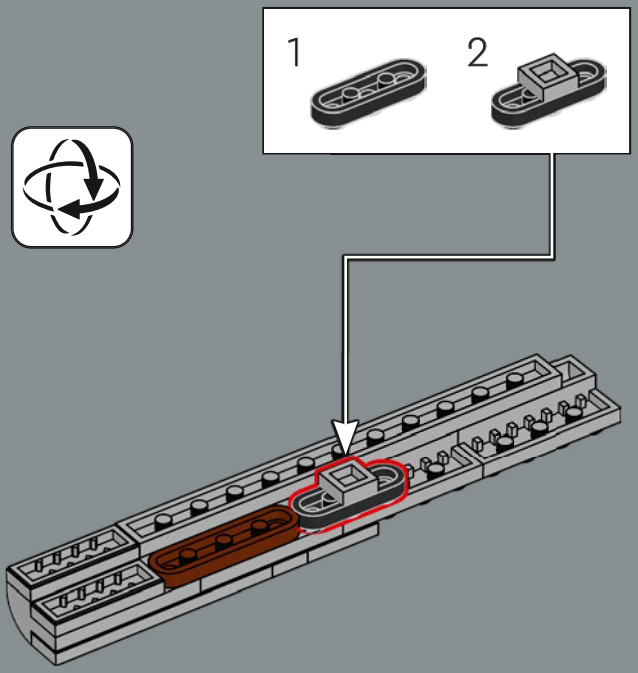

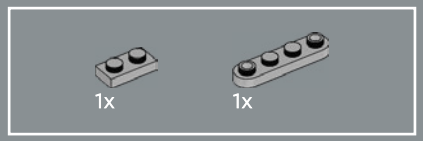

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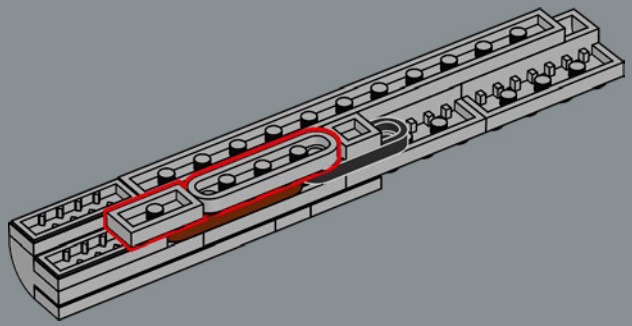

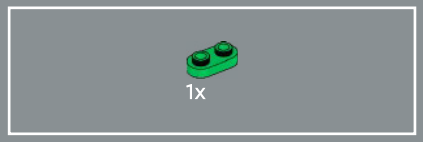

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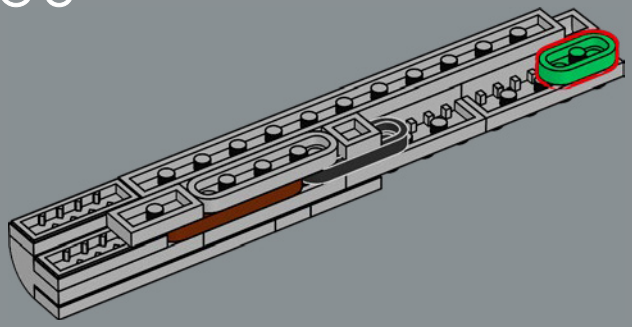

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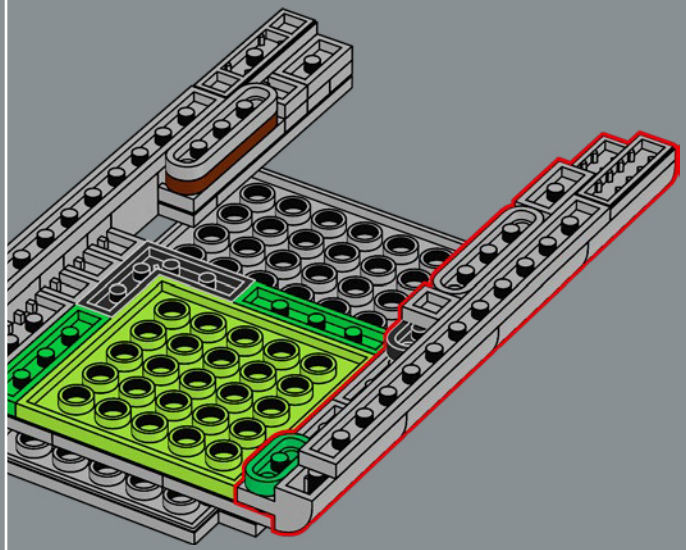

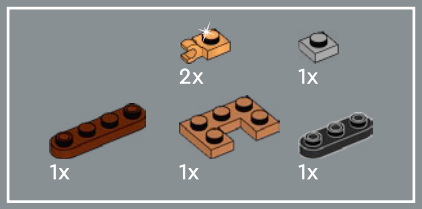

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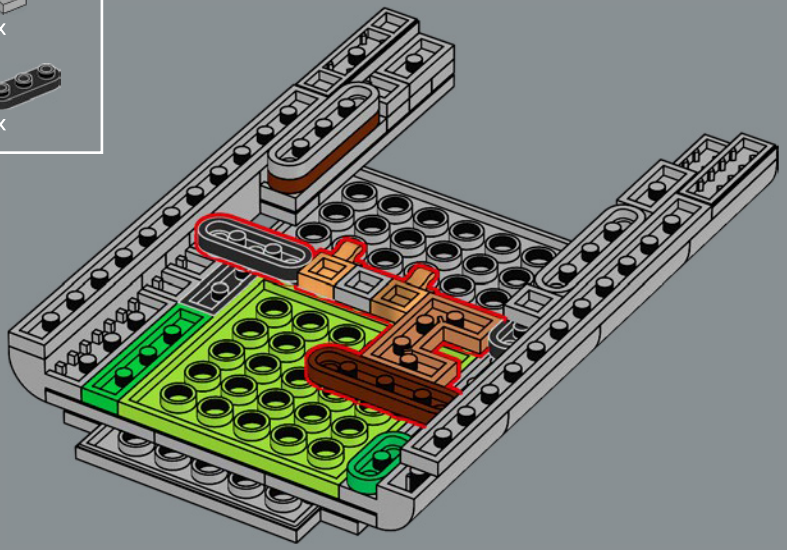

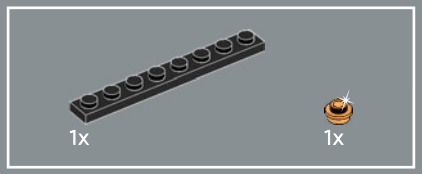

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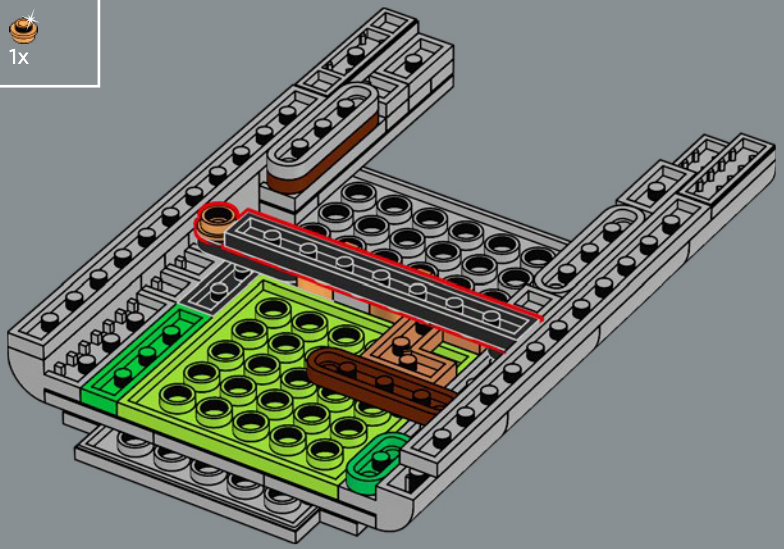

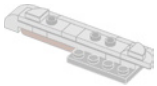

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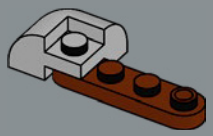

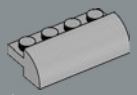
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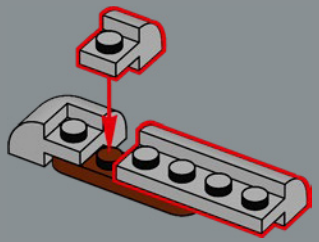

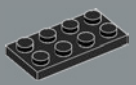
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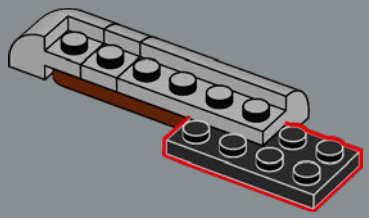

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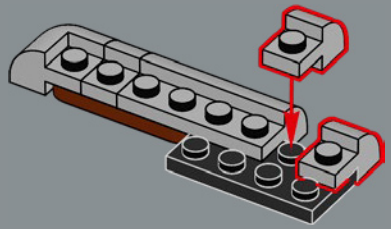

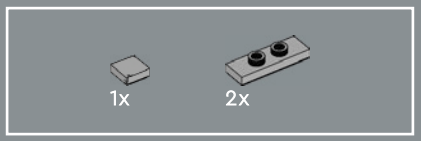

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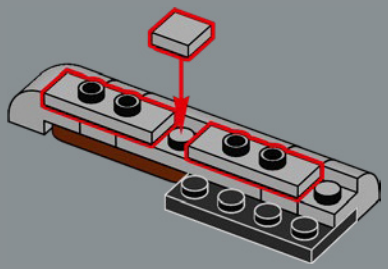

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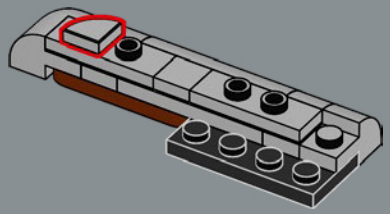

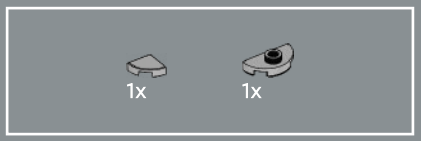

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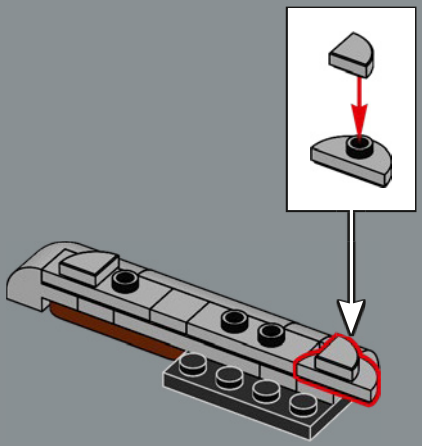

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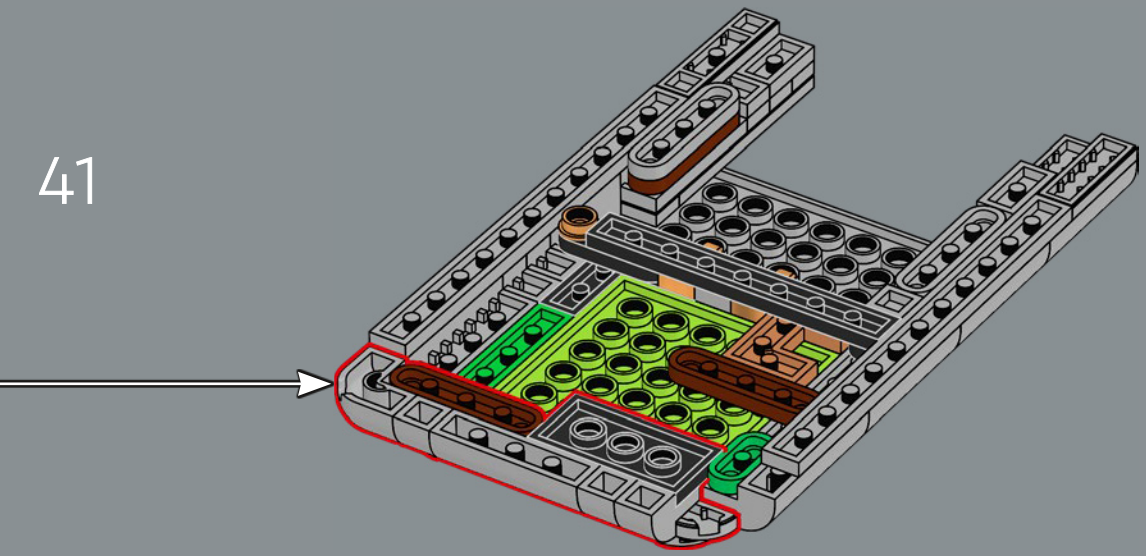

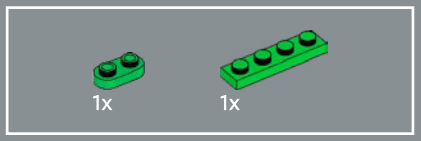

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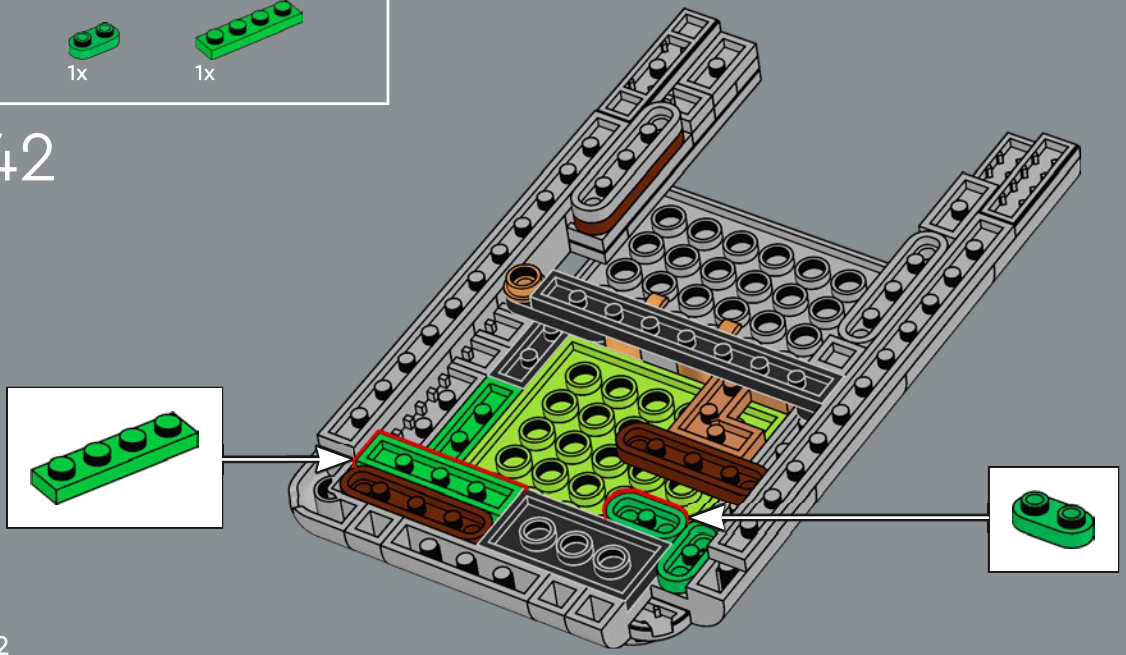

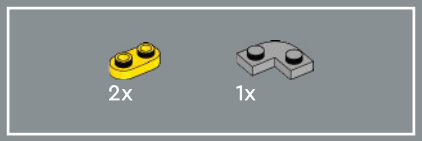

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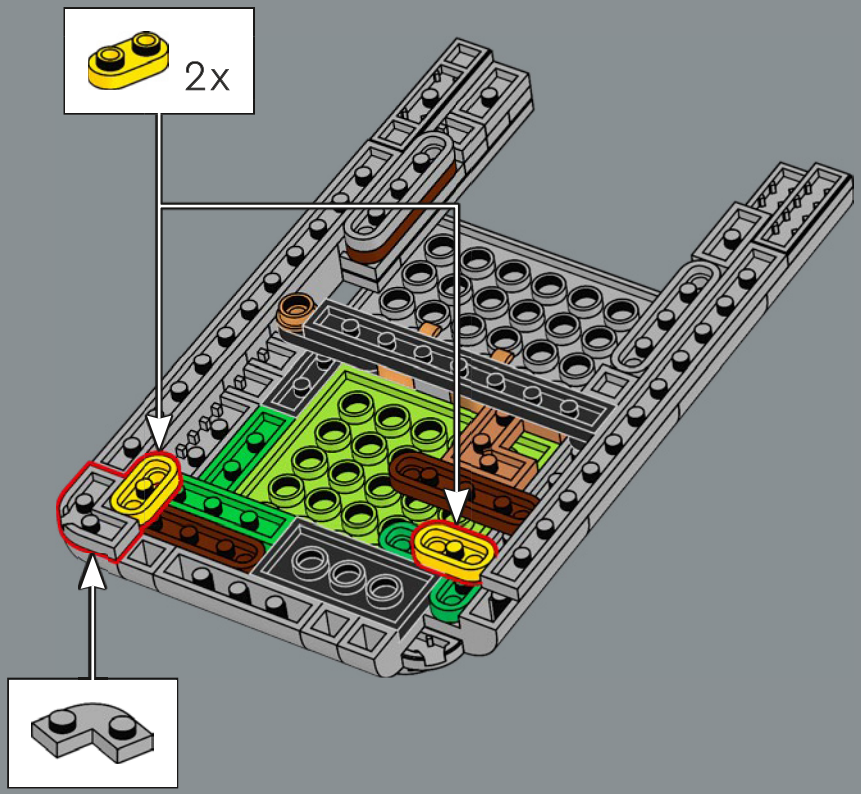

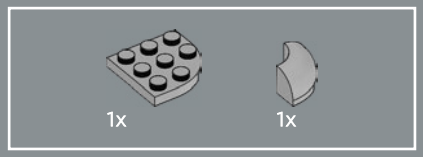

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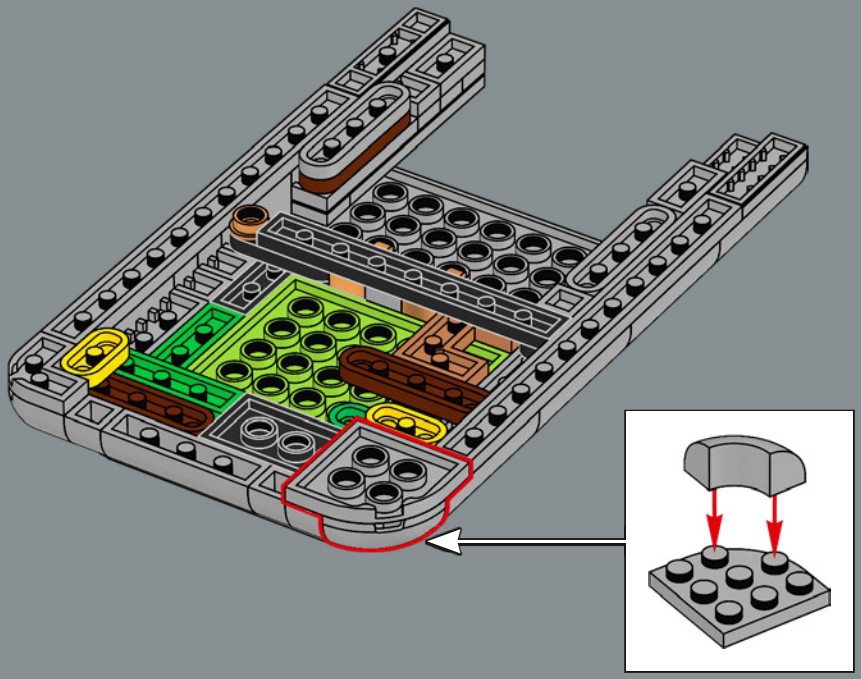

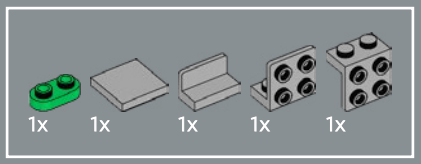

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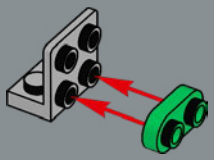

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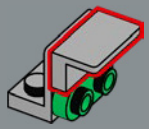

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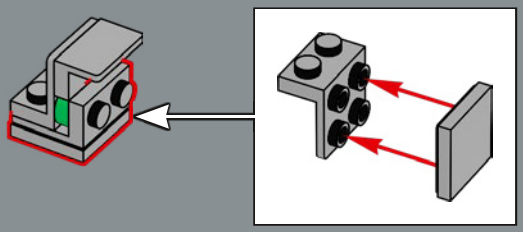

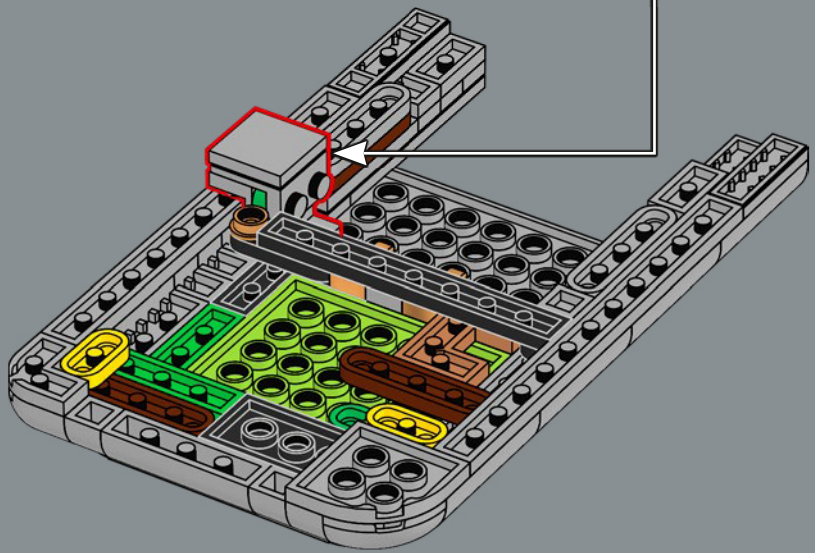

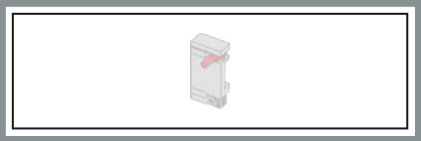

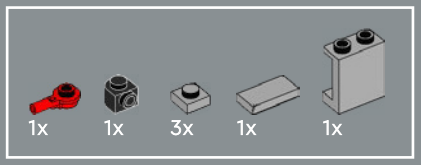

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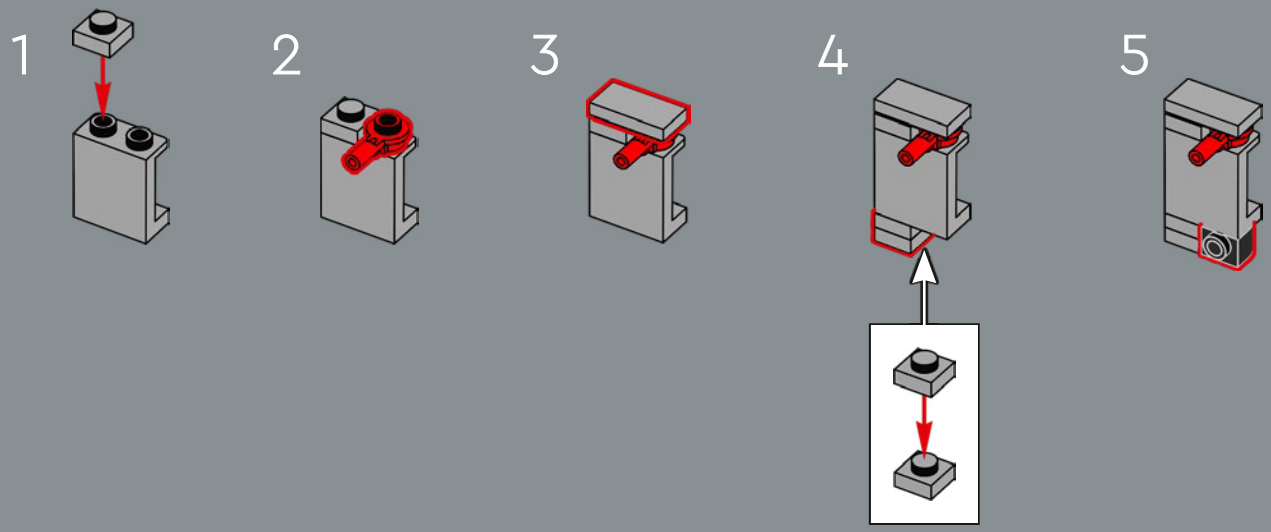

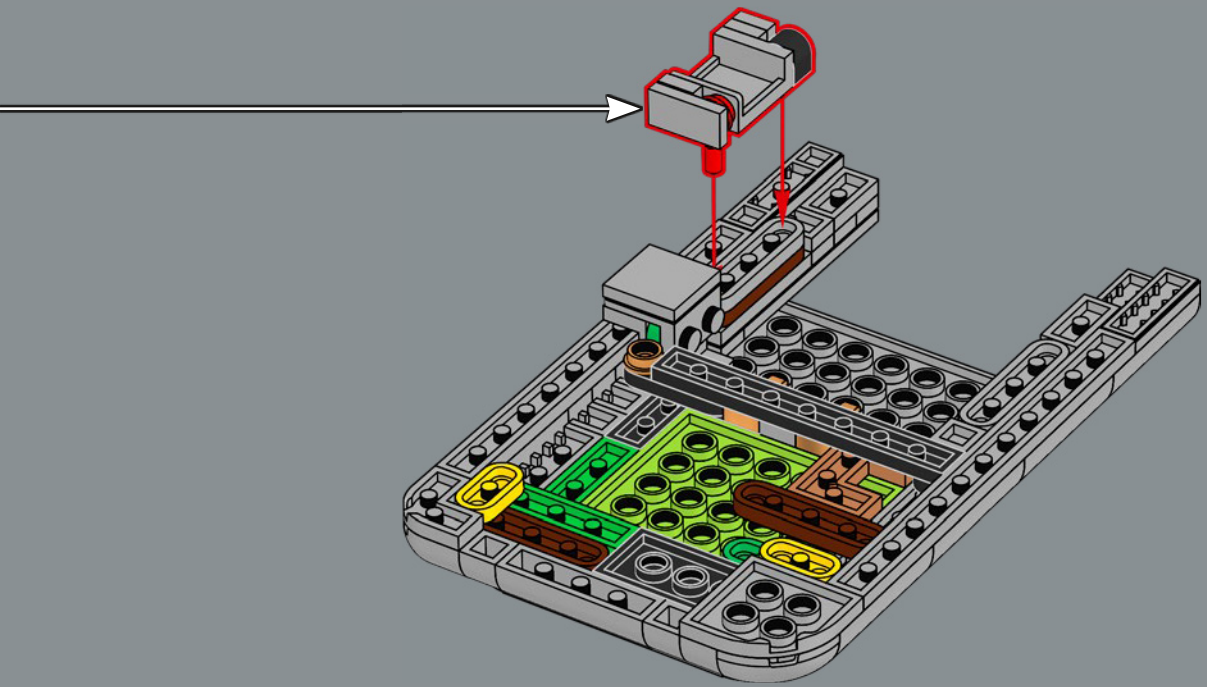

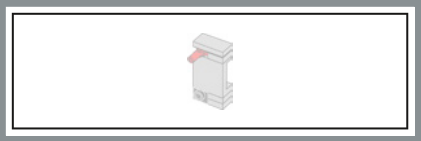

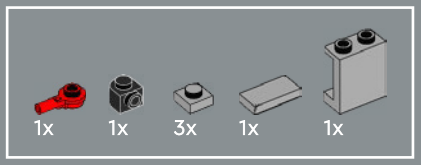

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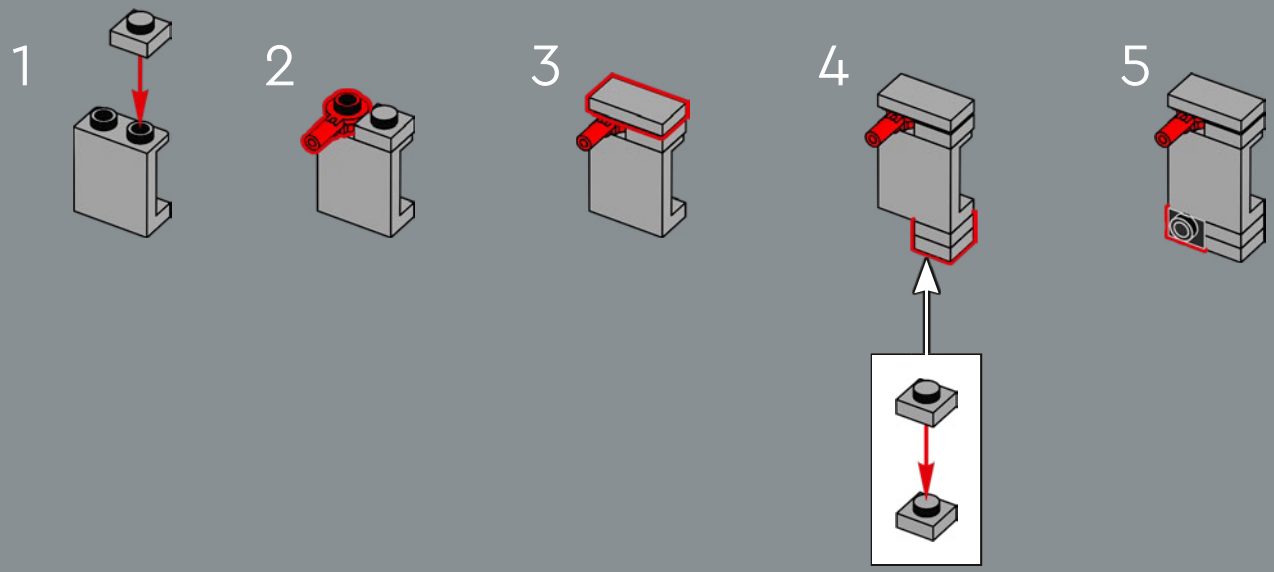

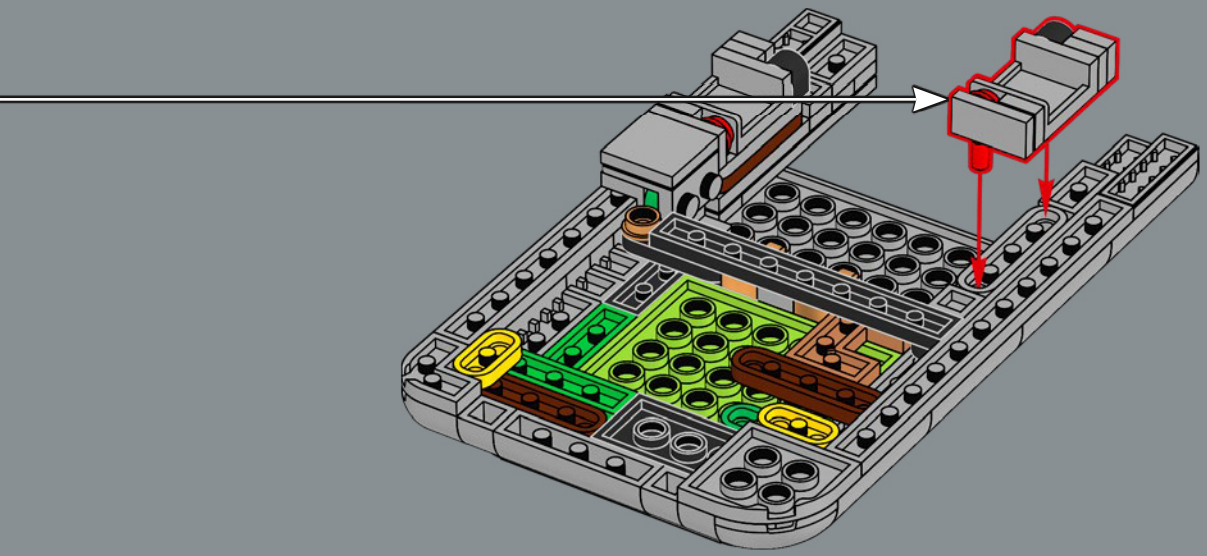

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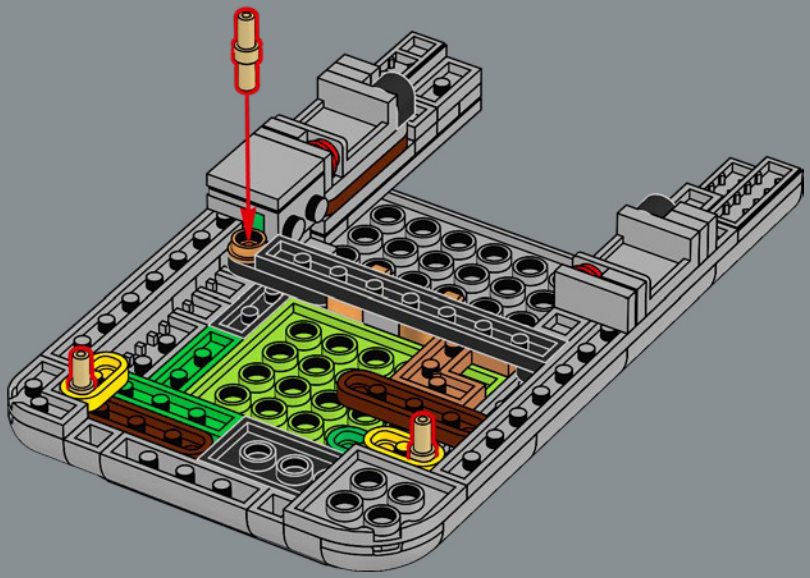

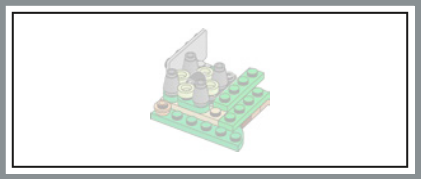

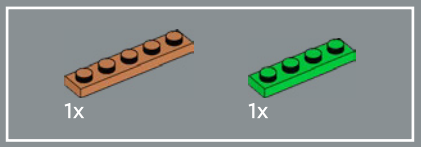

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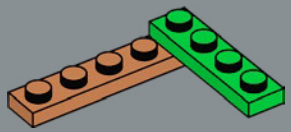

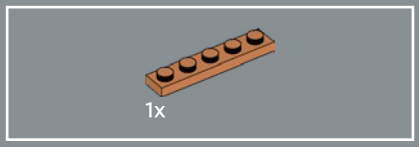

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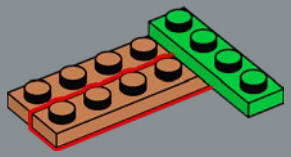

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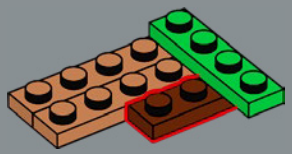

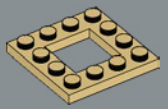

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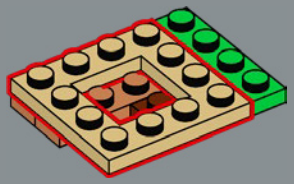

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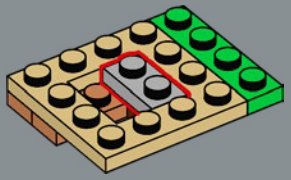

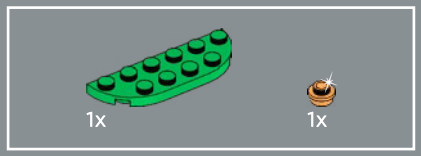

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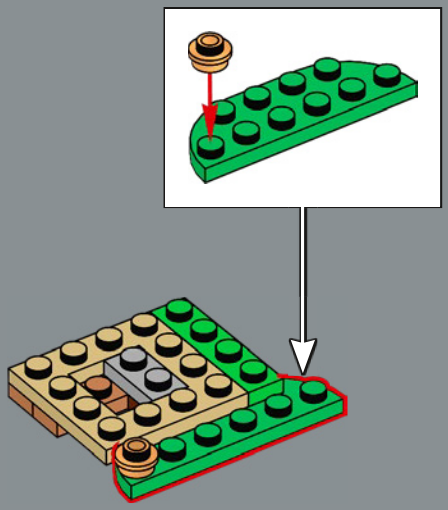

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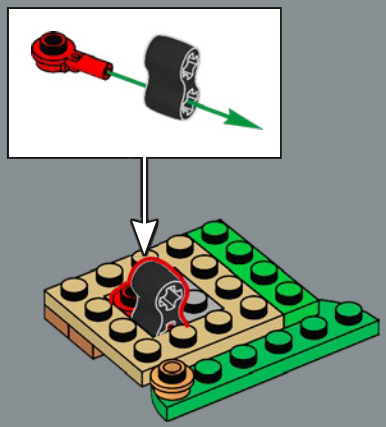

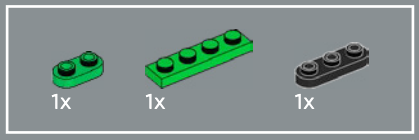

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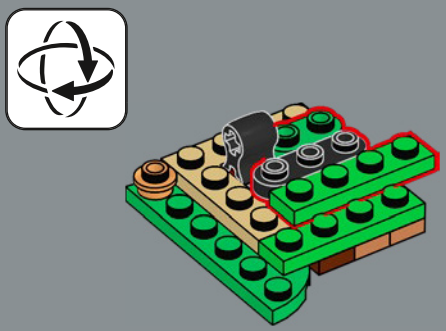

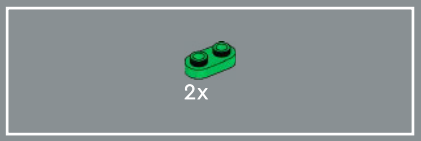

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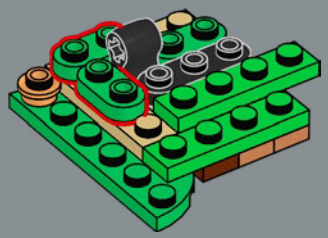

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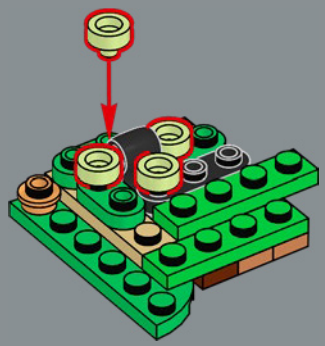

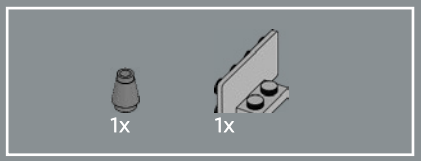

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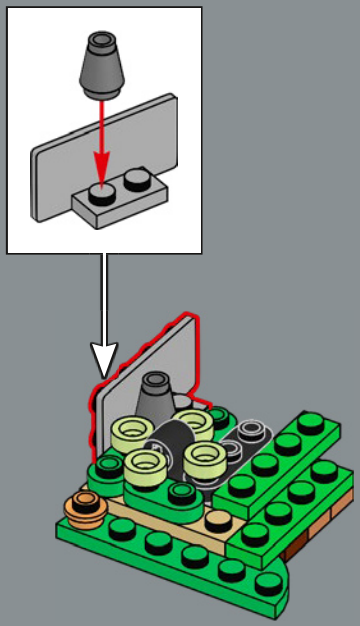

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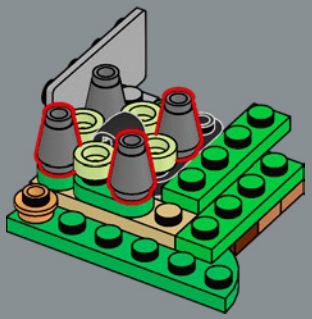

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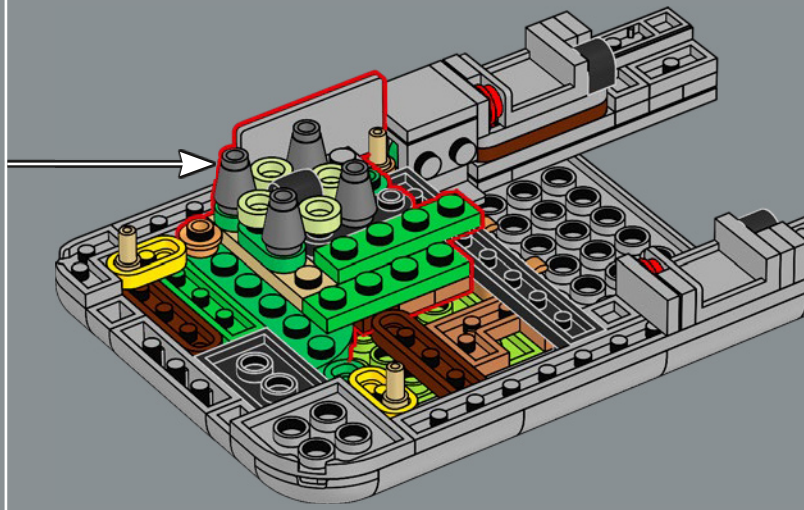

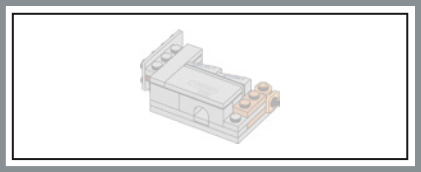

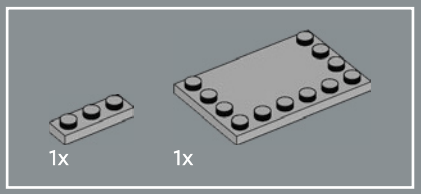

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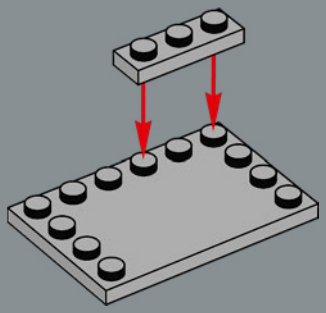

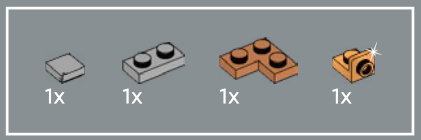

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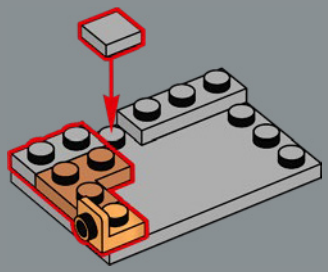

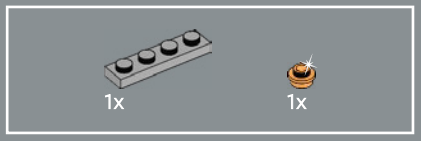

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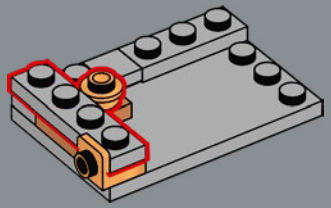

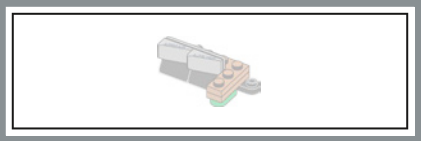

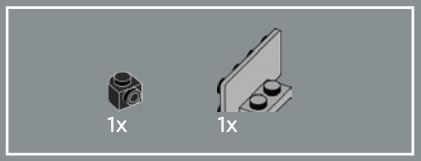

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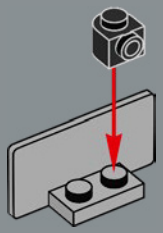

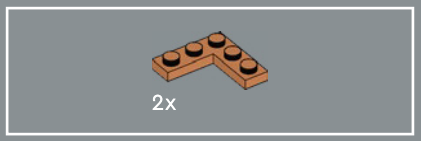

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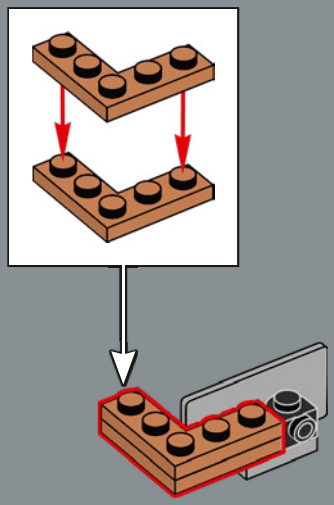

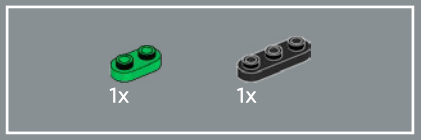

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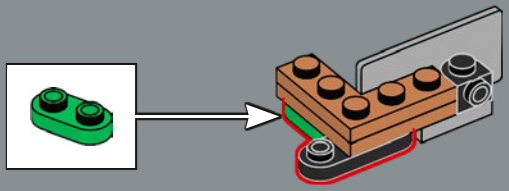

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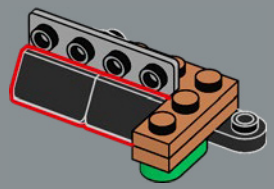

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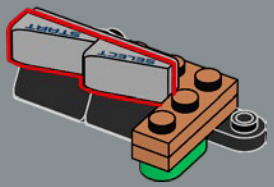

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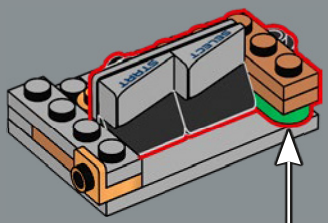

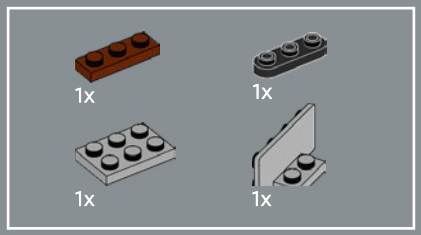

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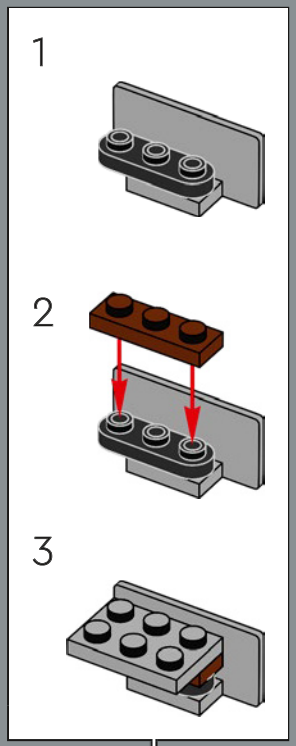

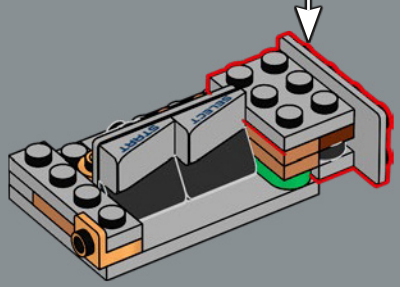

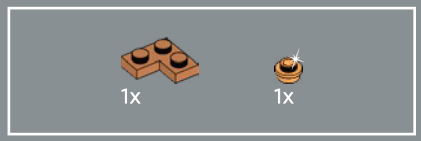

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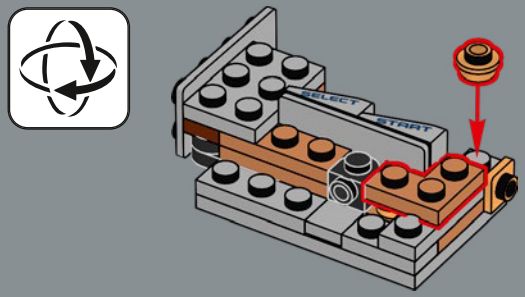

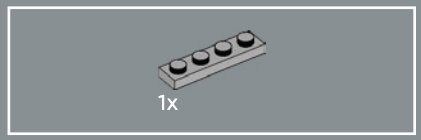

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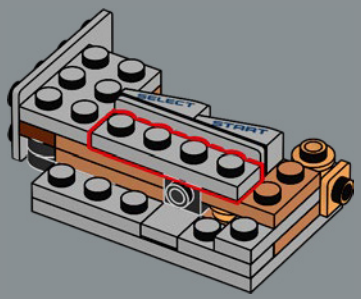

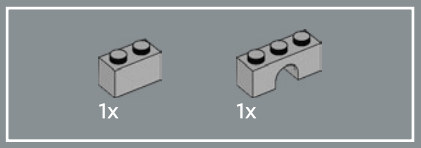

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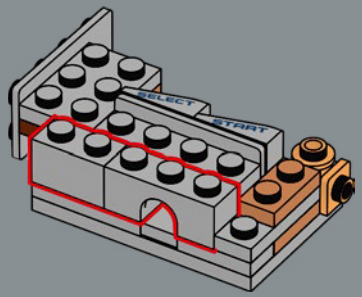

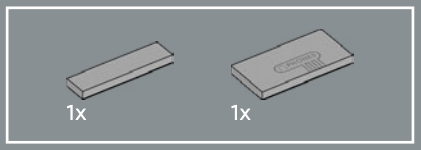

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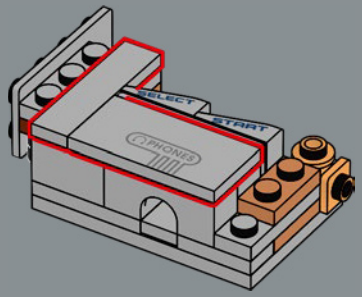

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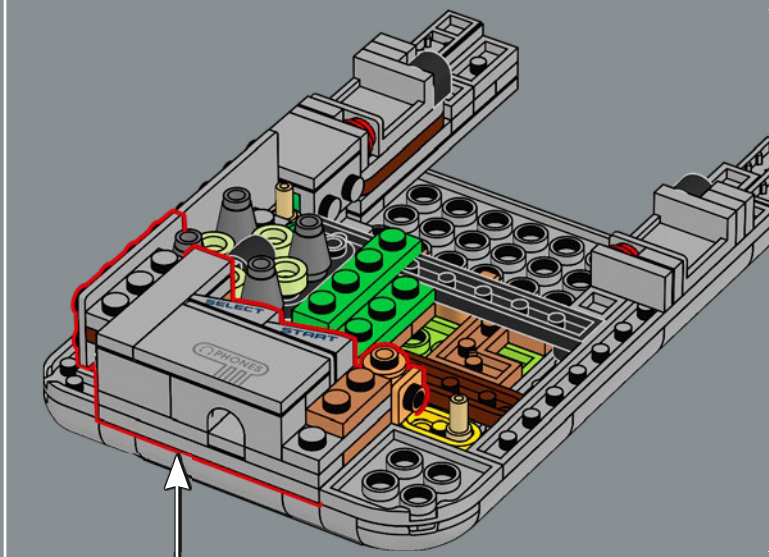

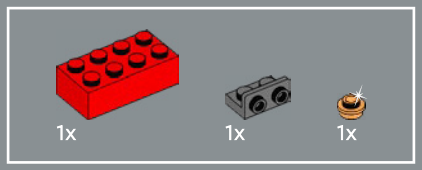

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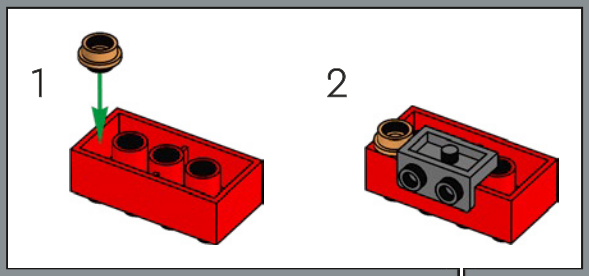

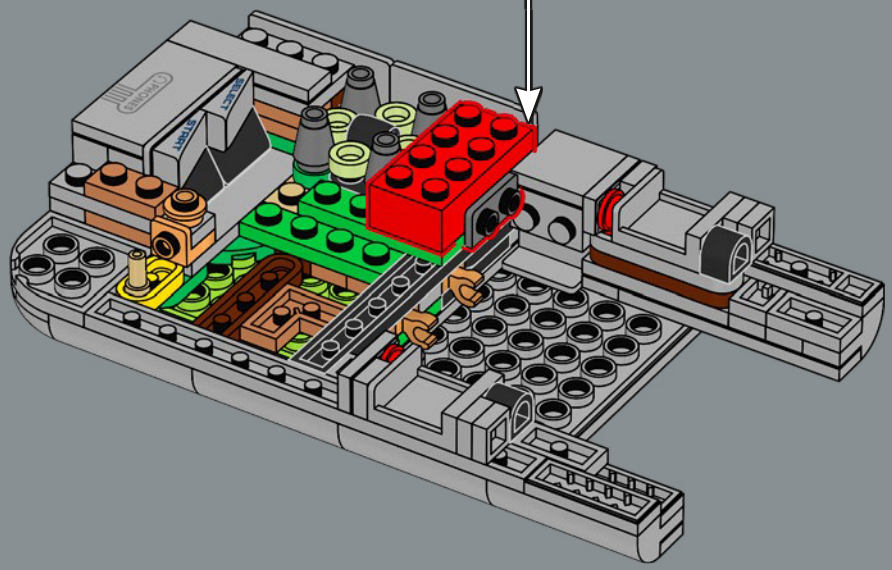

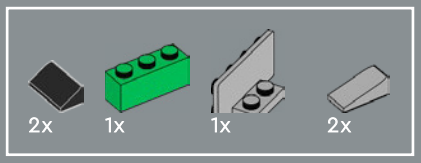

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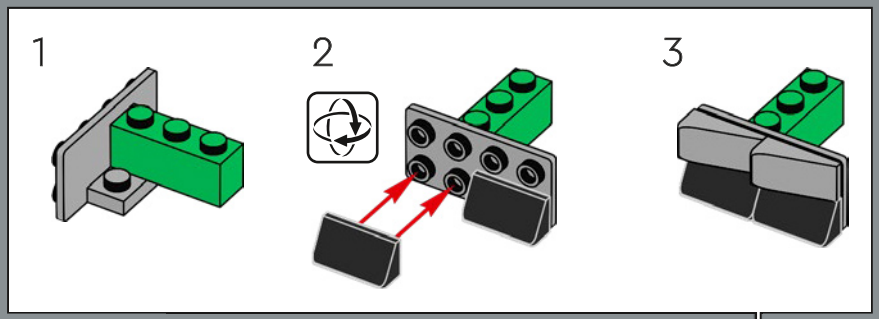

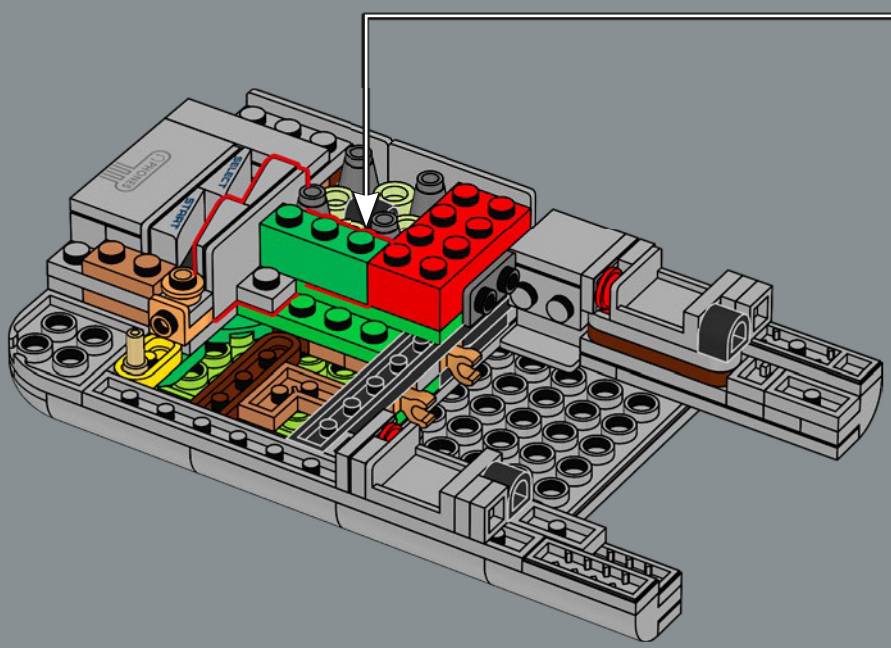

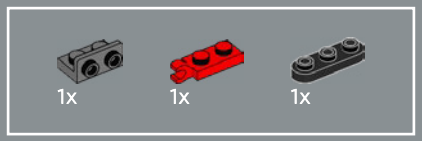

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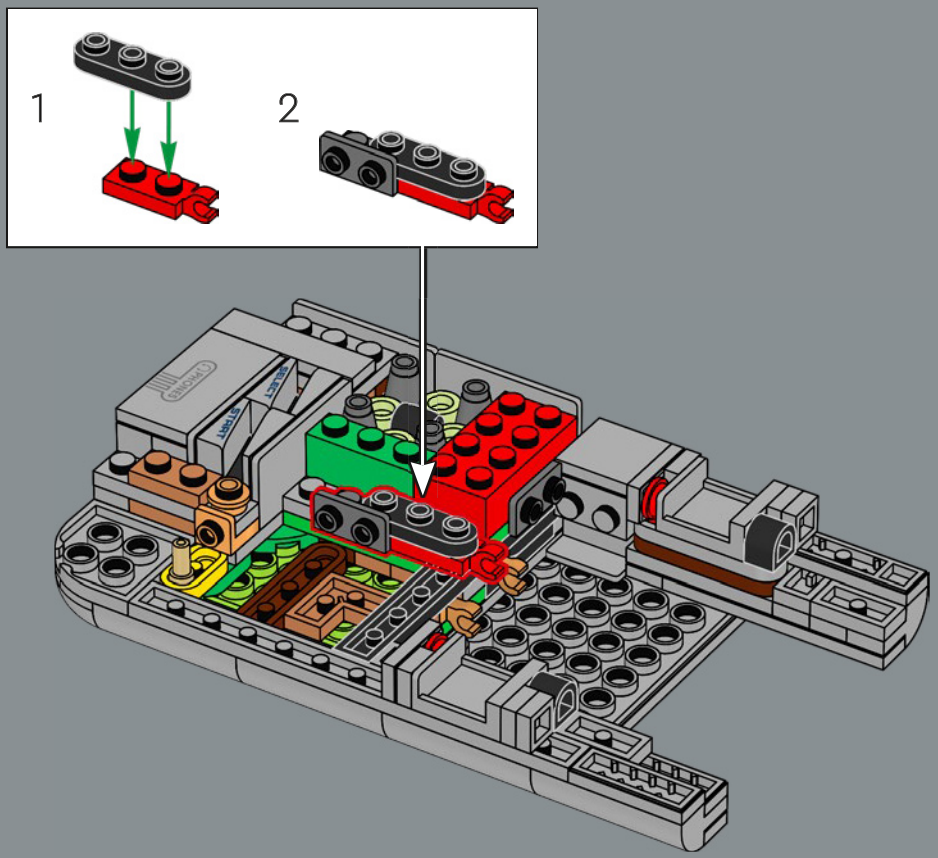

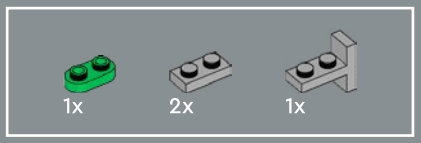

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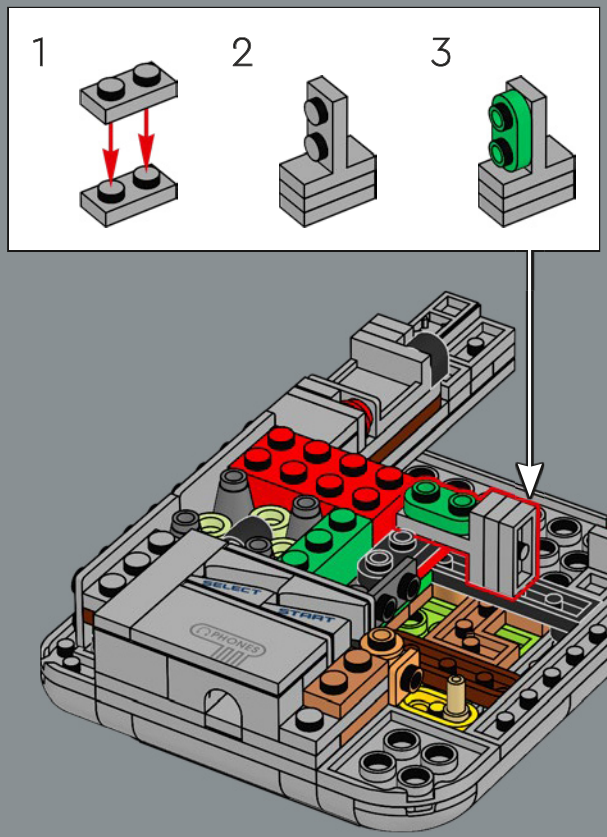

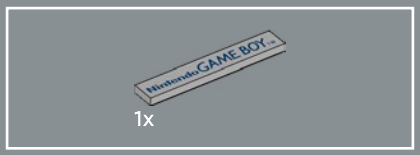

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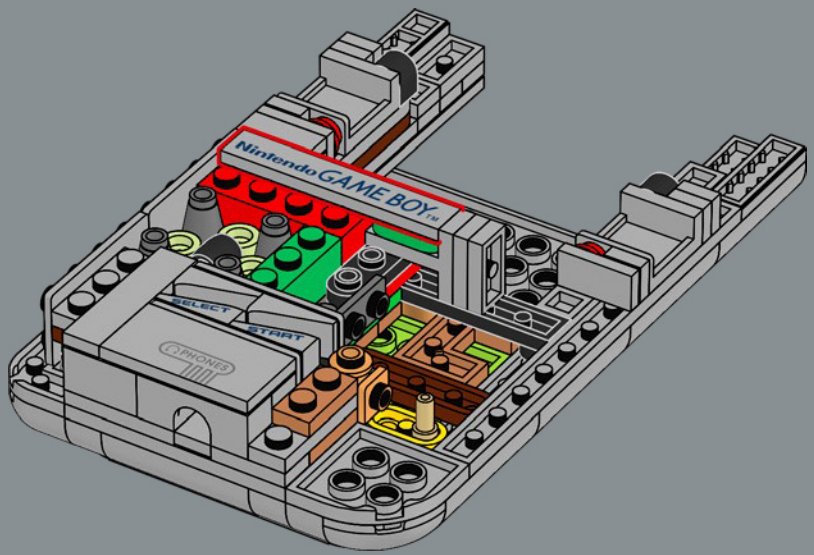

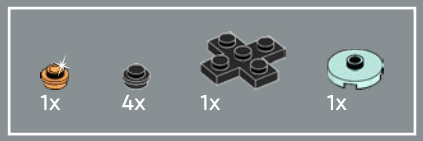

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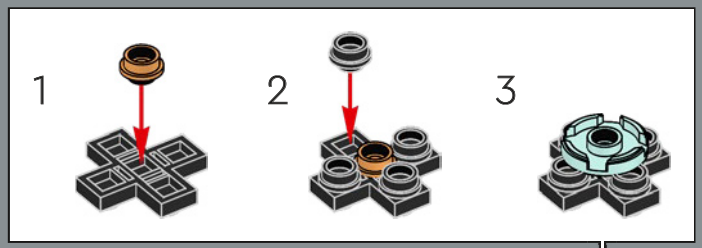

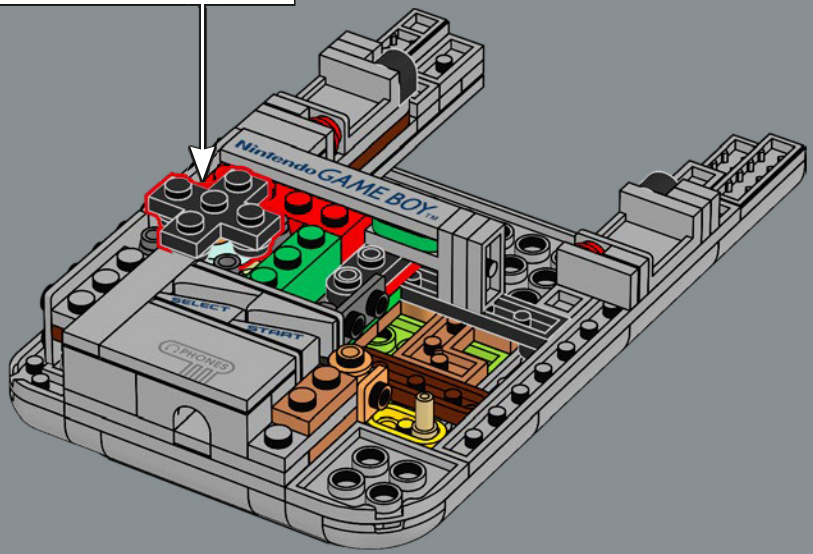

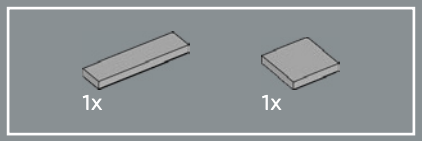
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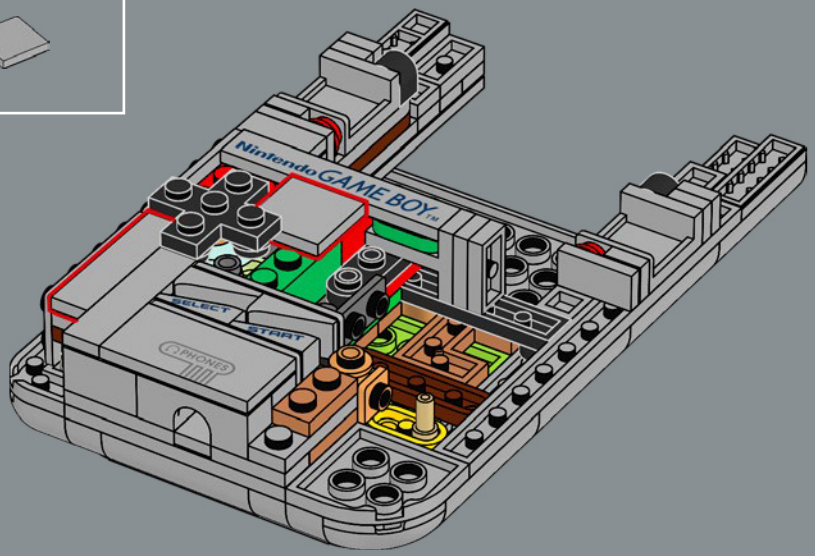
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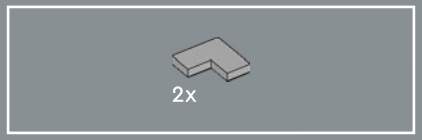
START
PHONES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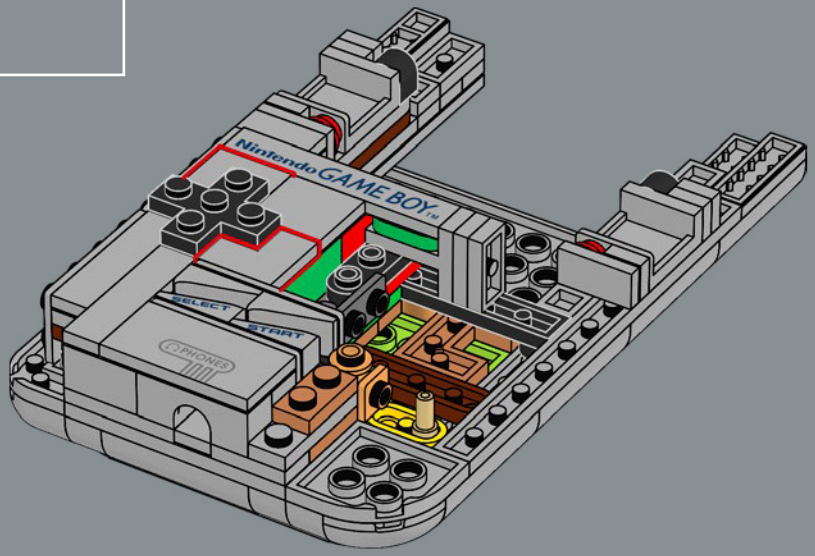
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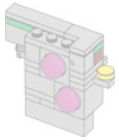

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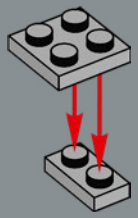

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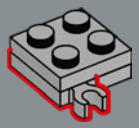

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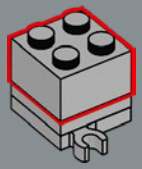

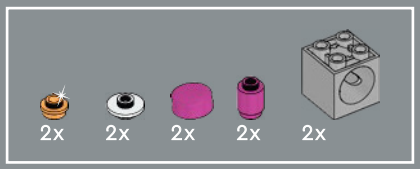

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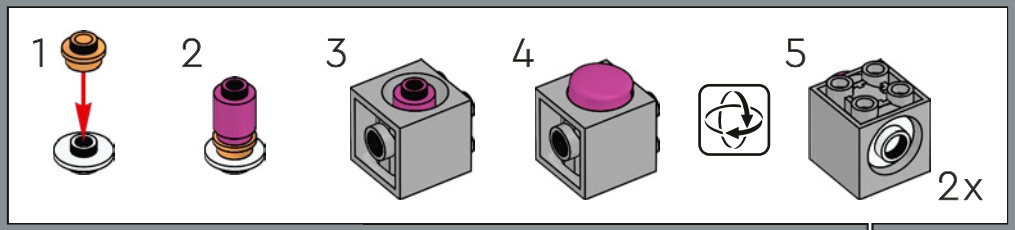

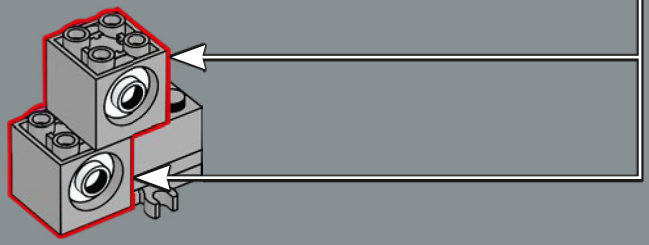

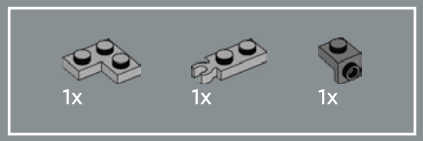

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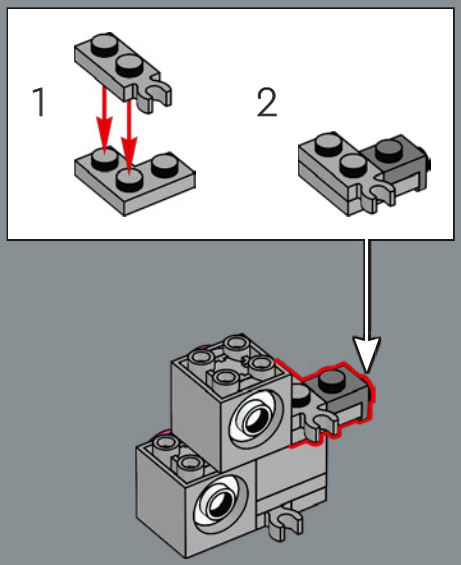

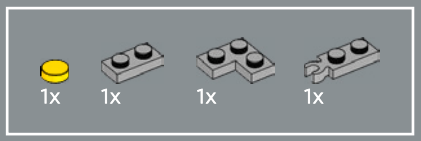

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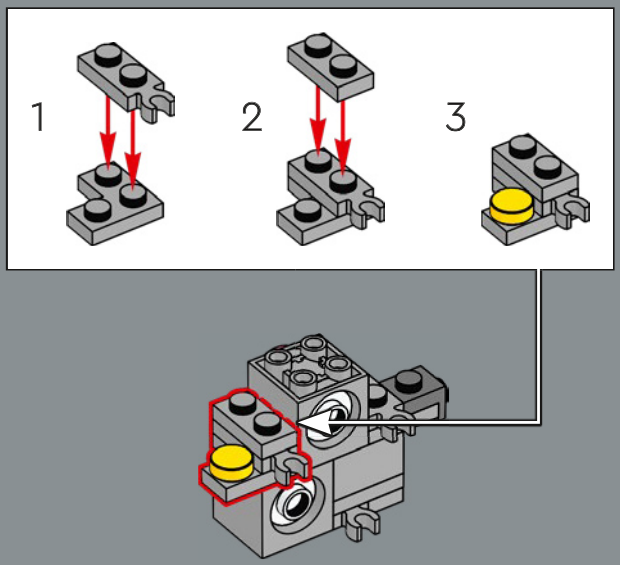

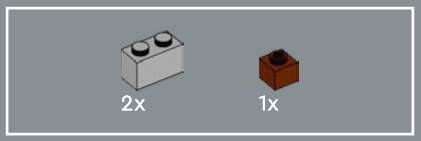

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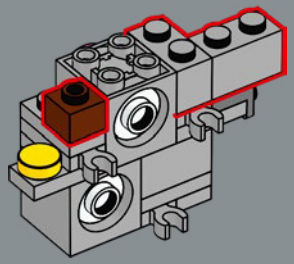

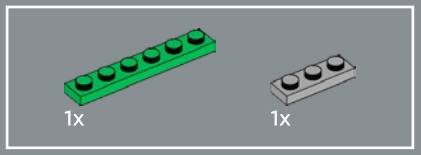

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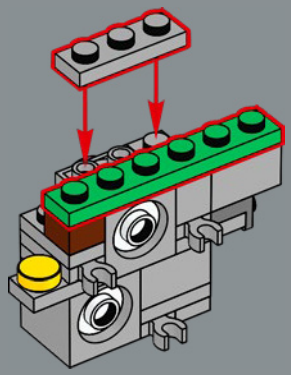

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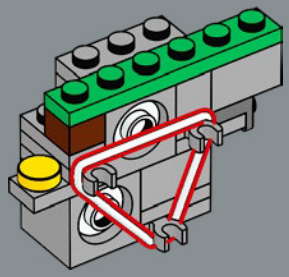

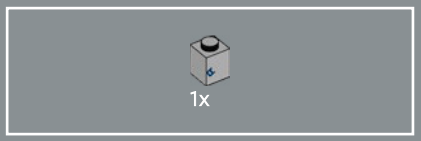

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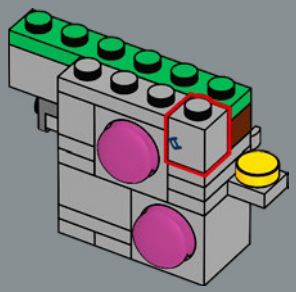

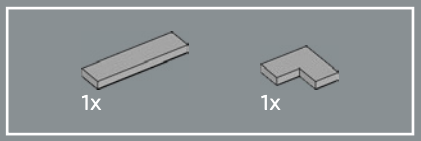

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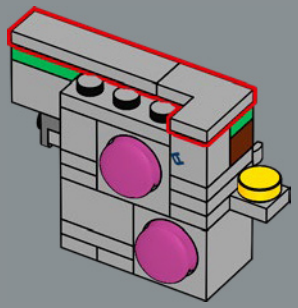

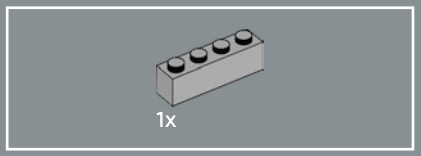

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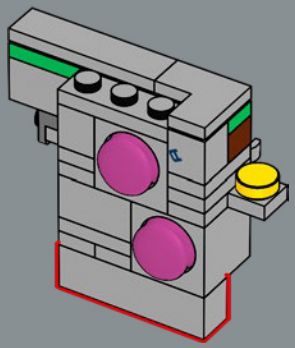

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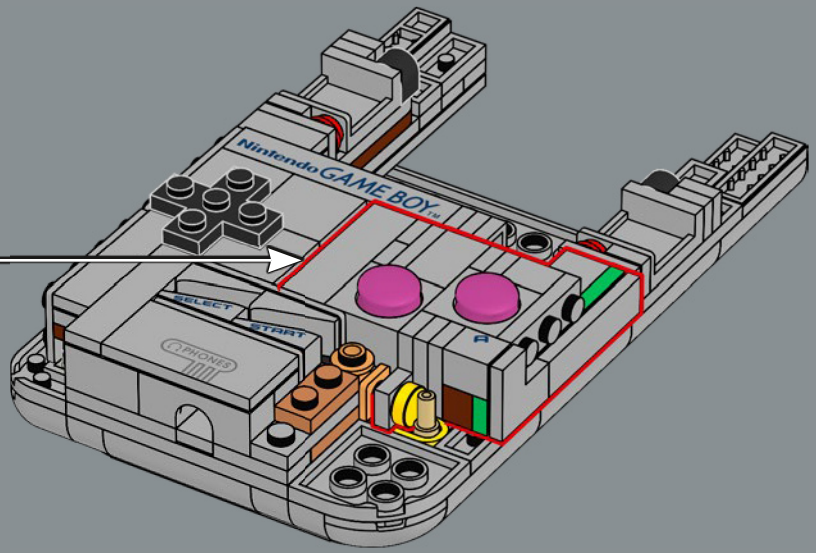
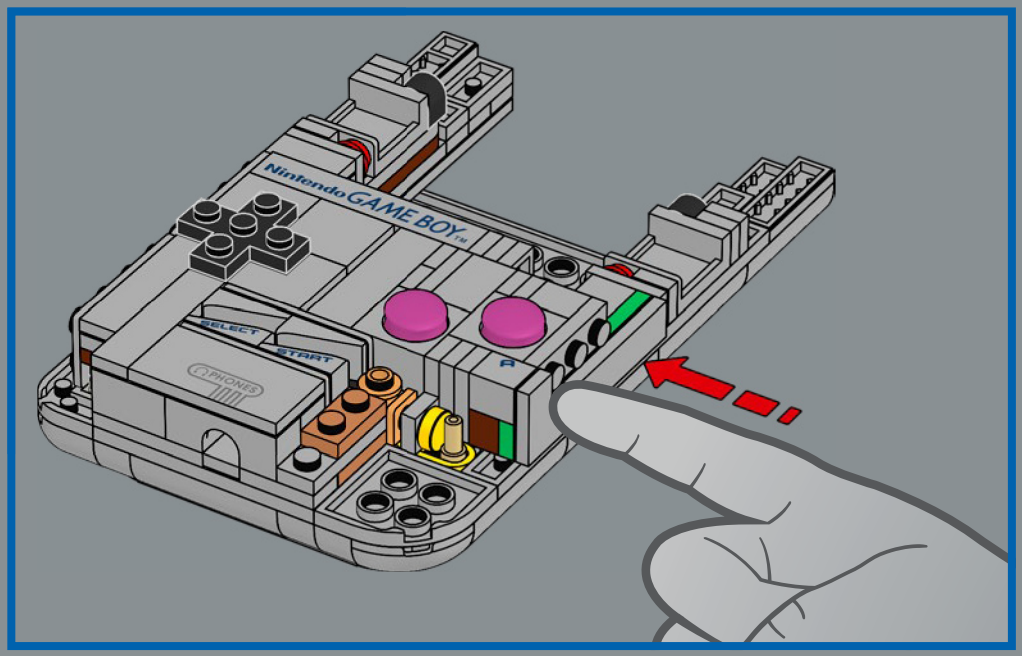
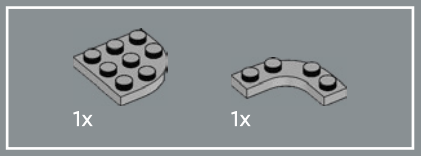

Nintendo GAME BOY
SELECT
START
PHONES


Nintendo GAME BOY
SELECT
START
PHONES



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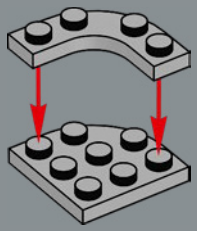

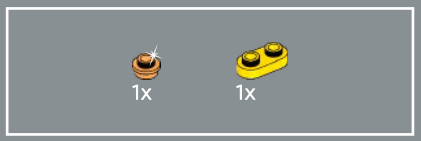

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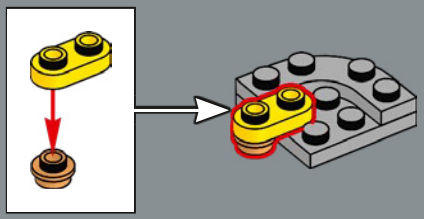

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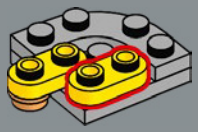

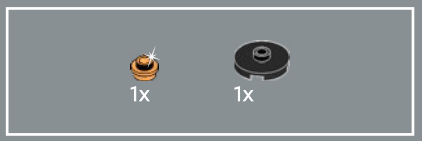

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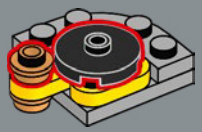

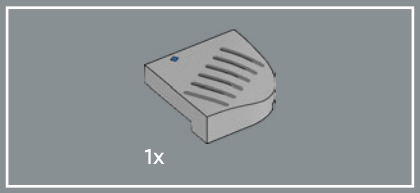

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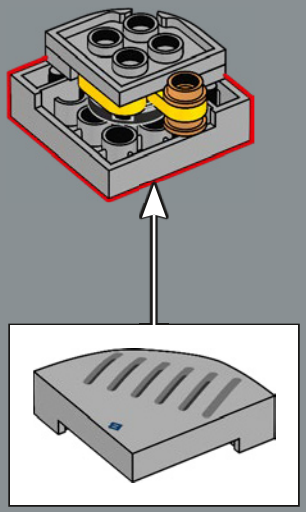

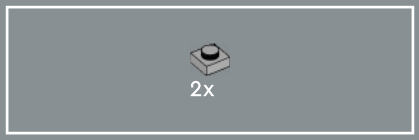

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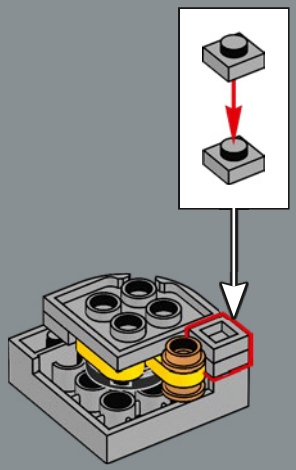

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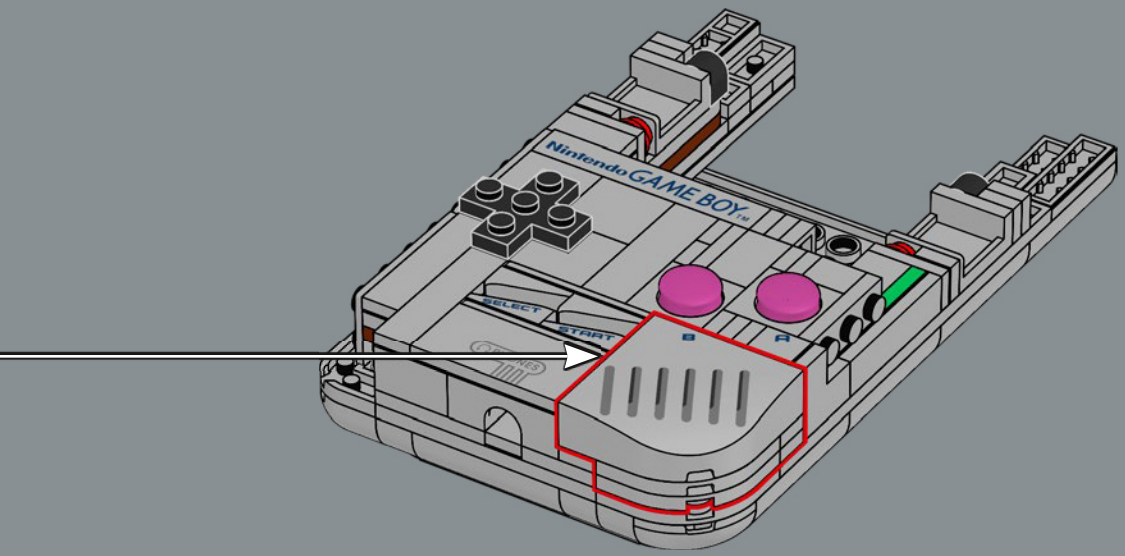

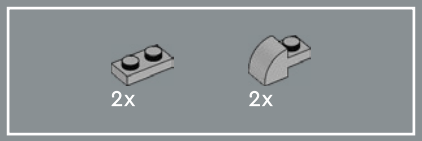

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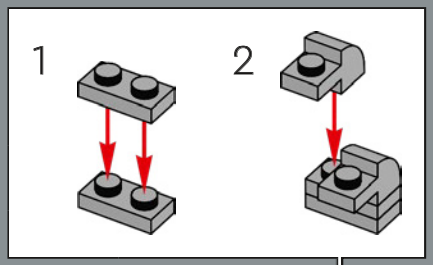

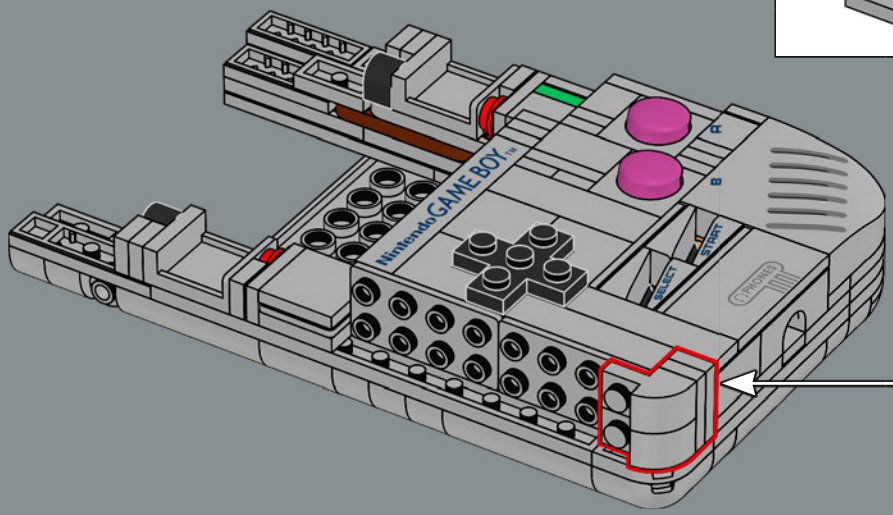

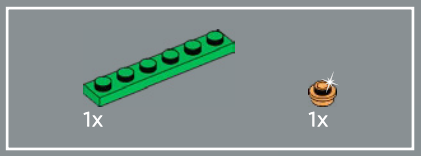
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1x

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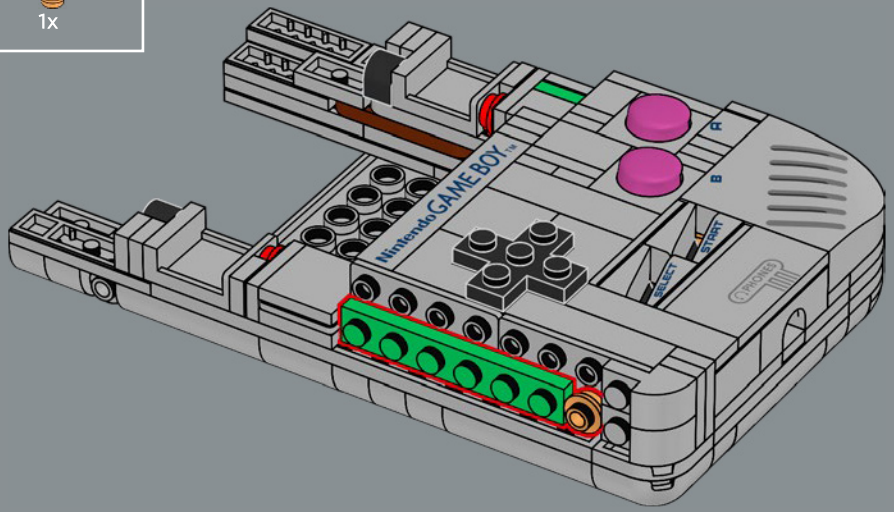
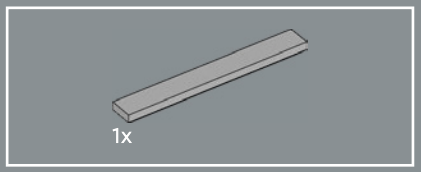

Nintendo GAME BOY
B
A
START
SELECT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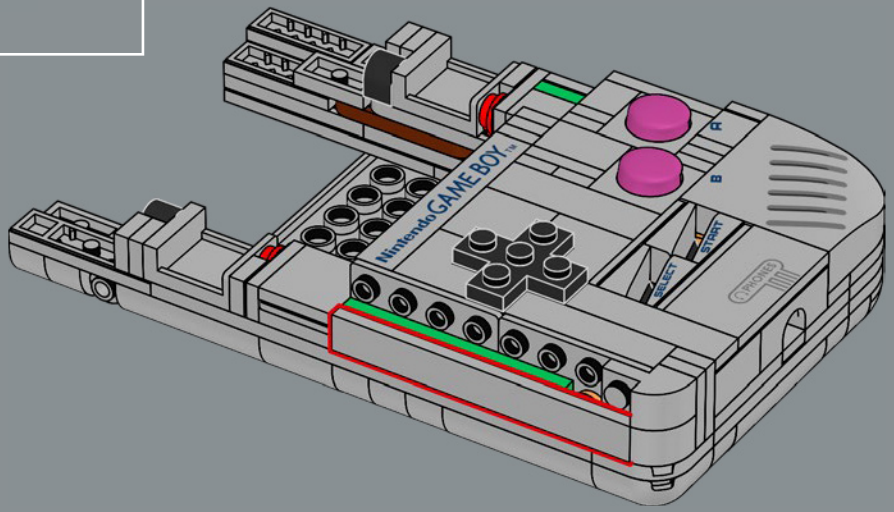
Nintendo GAME BOY
B
A
START
SELECT

2x

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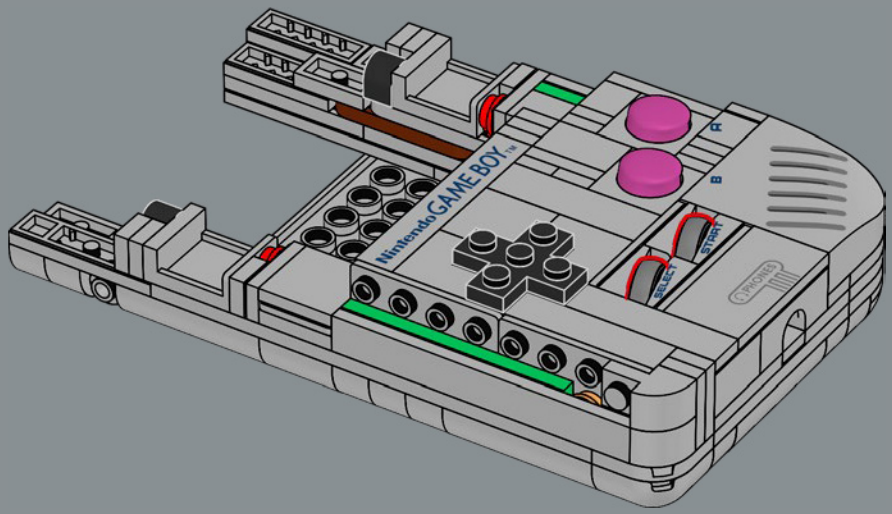

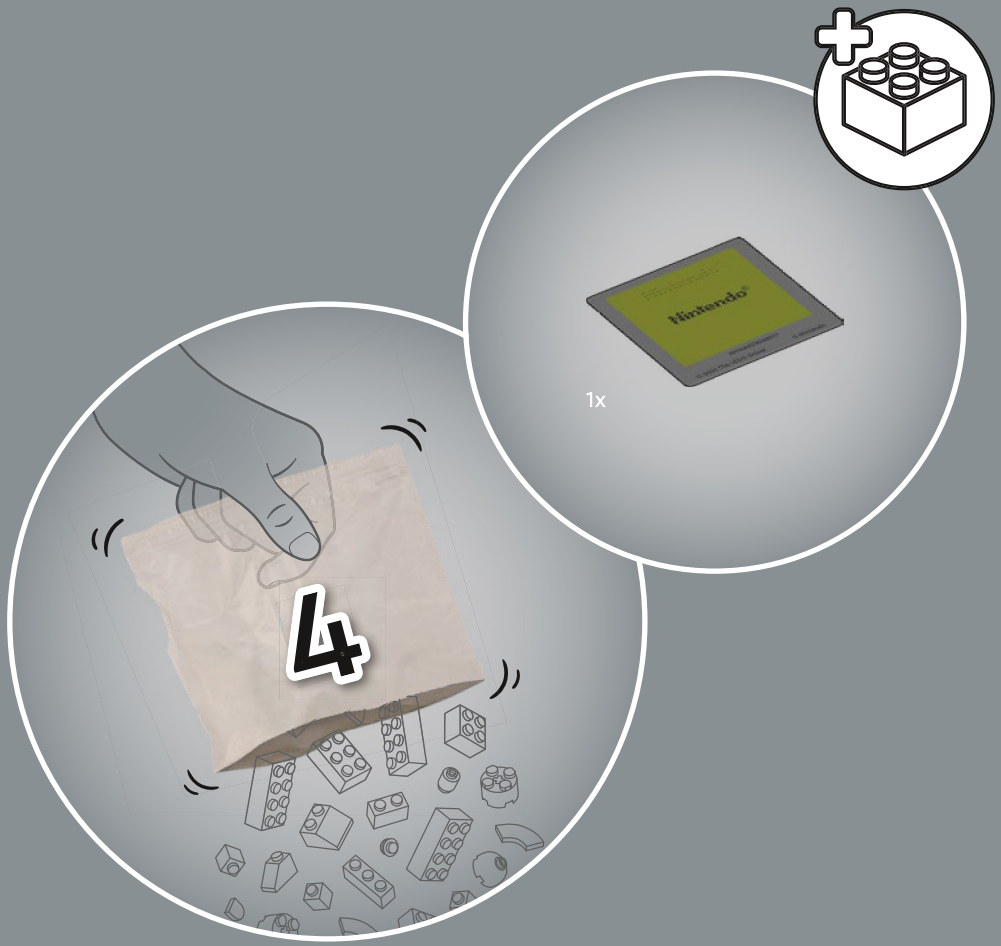
Nintendo
1x
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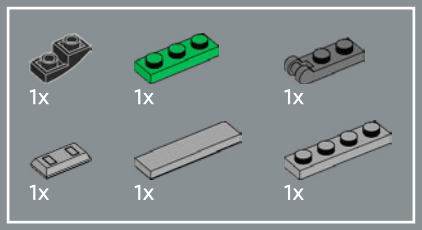

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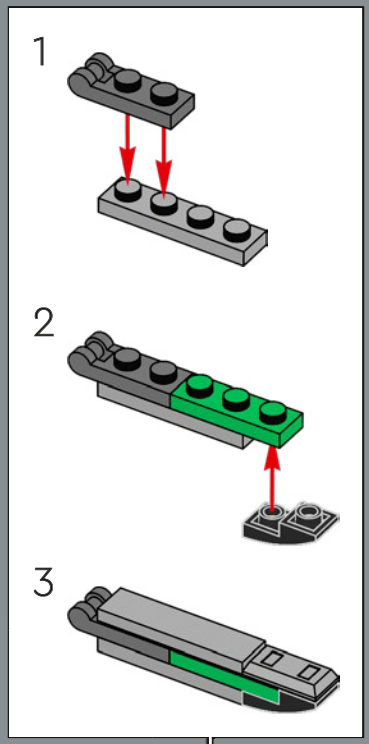

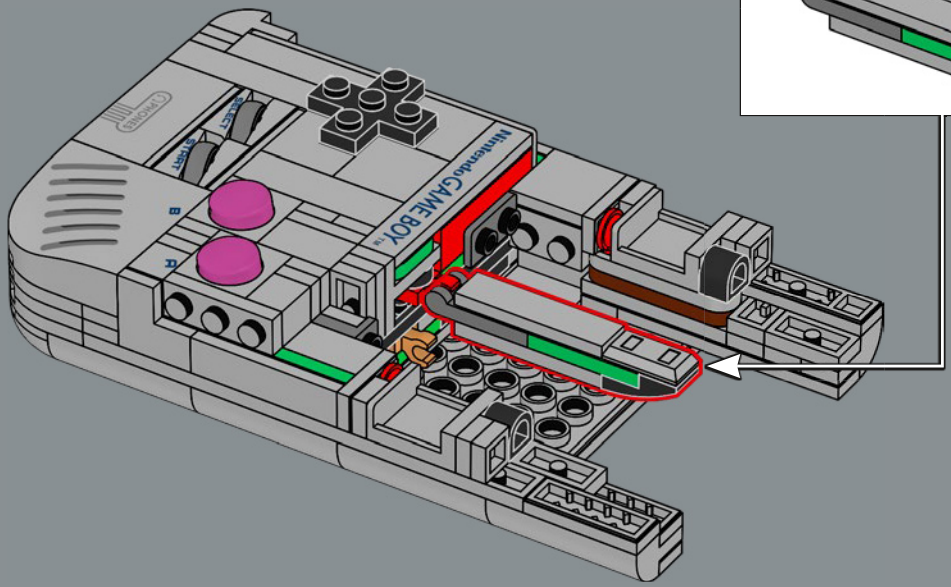

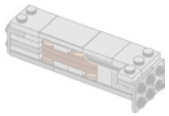

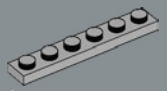

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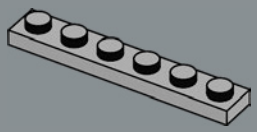

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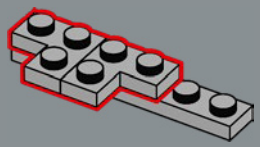

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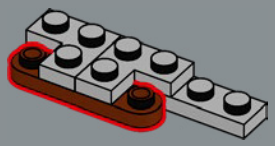

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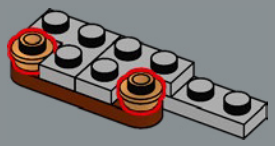

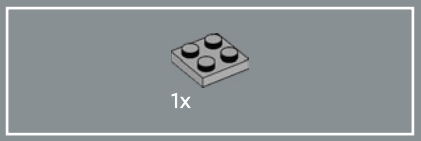

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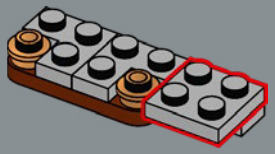

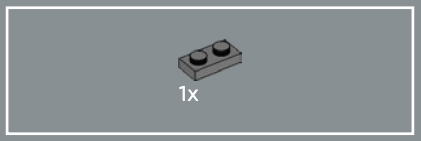

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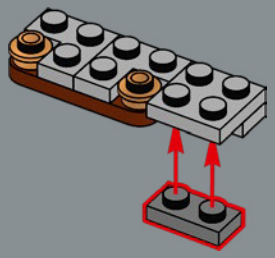

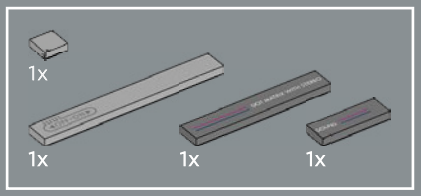

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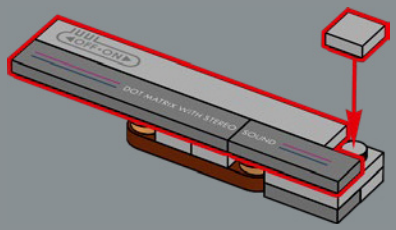

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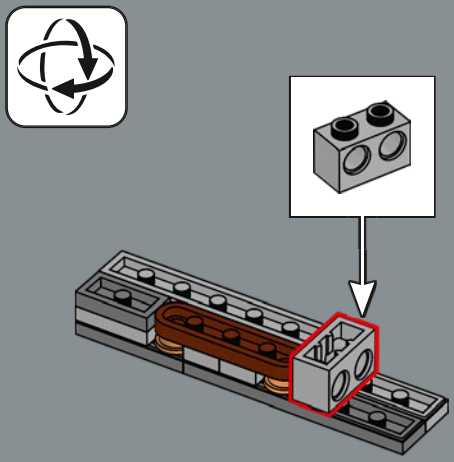

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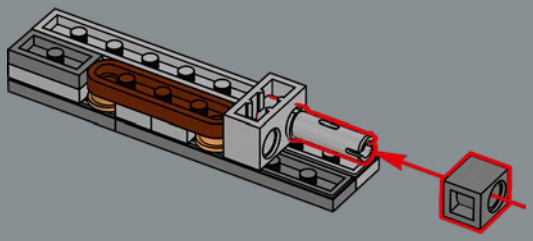

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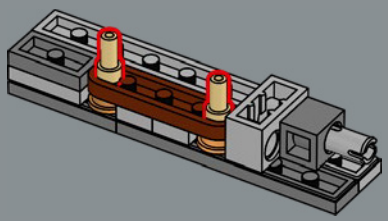

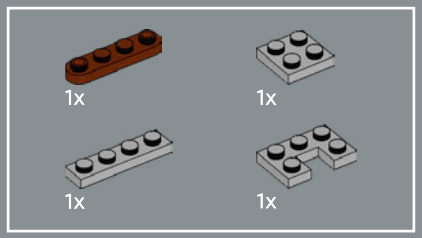

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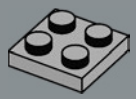

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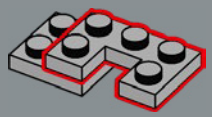

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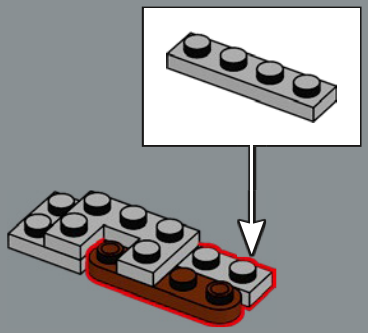

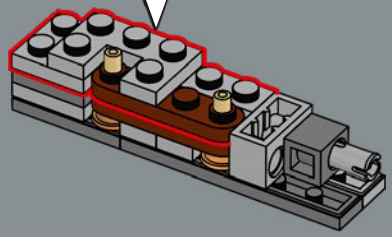

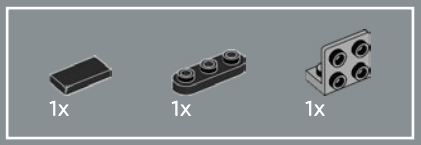

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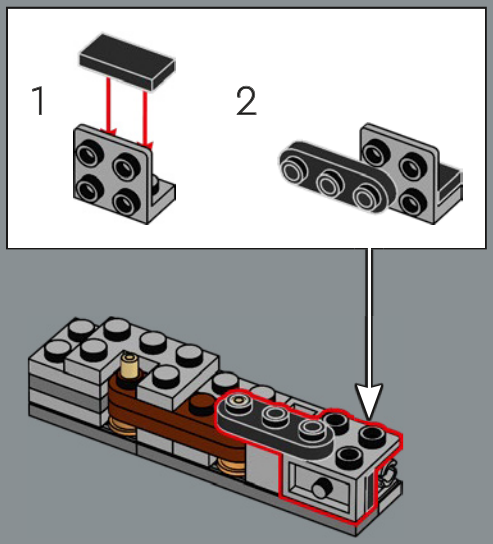

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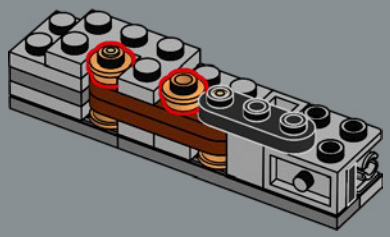

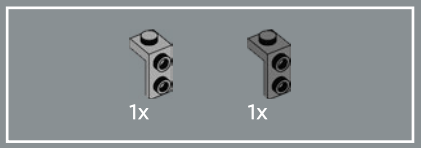

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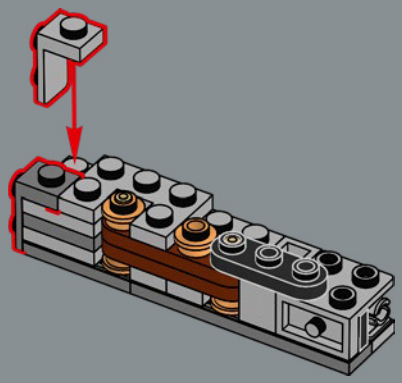

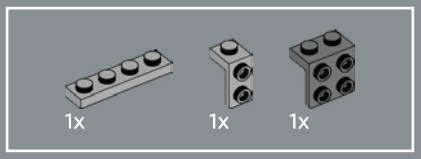
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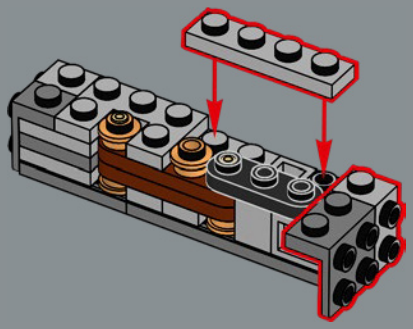

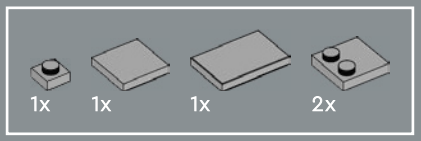
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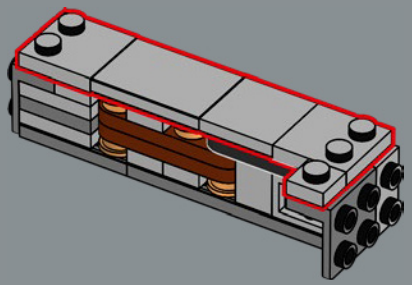

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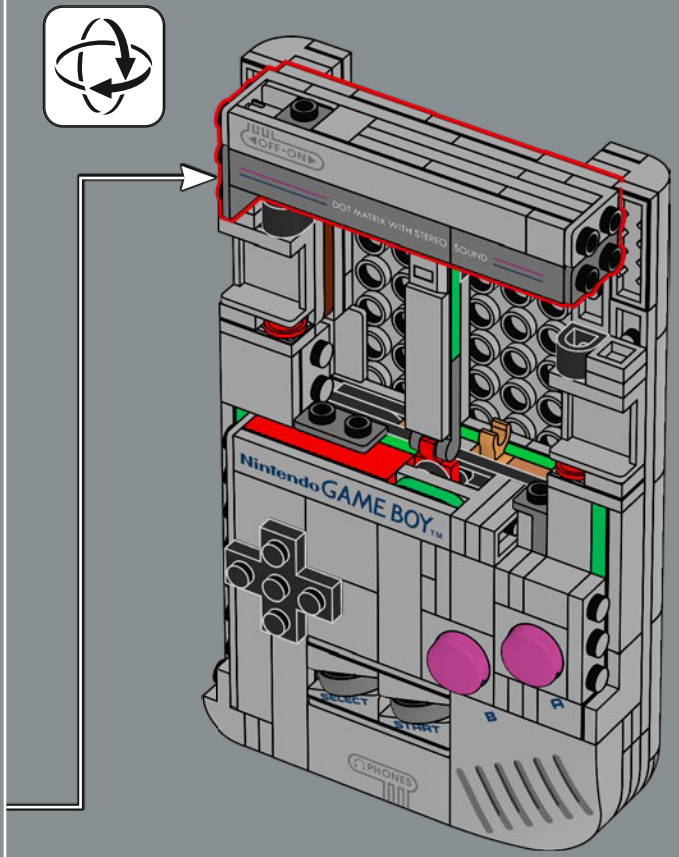
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DOT MATRIX WITH STEREO SOUND
Nintendo GAME BOY™
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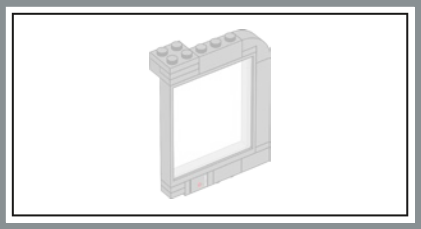

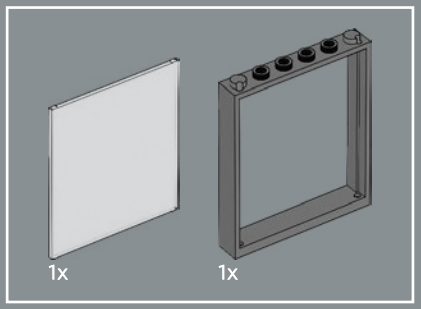

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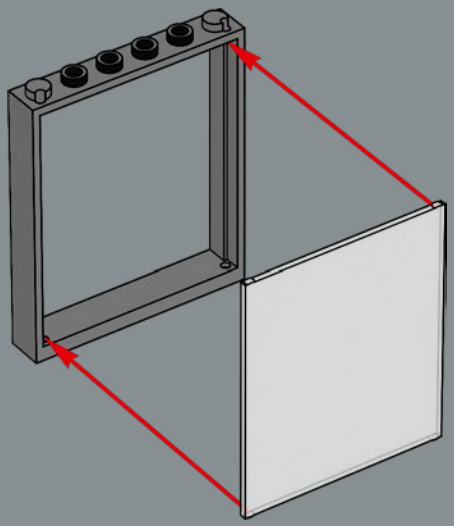

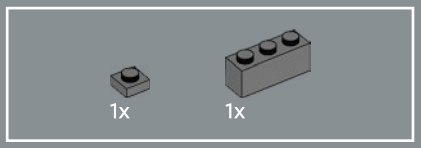

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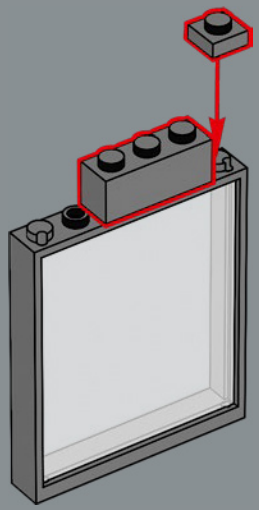

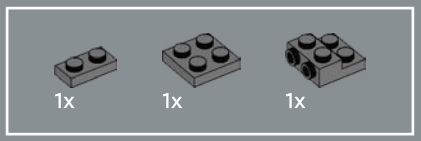

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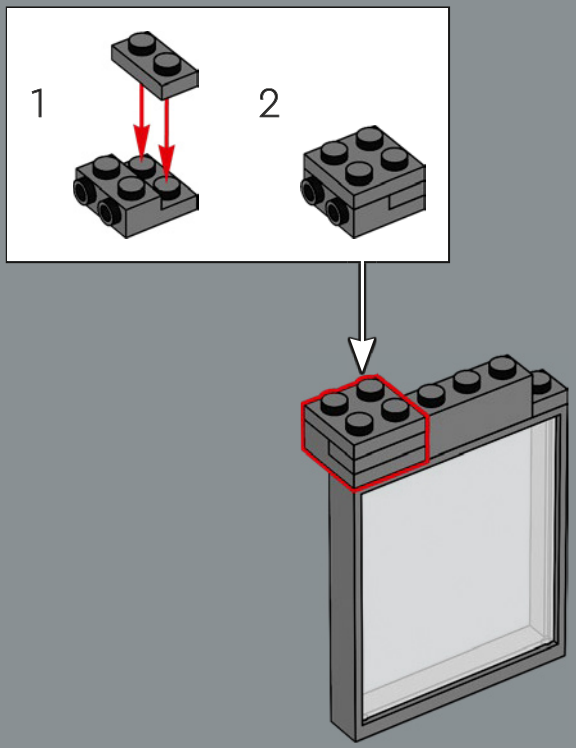

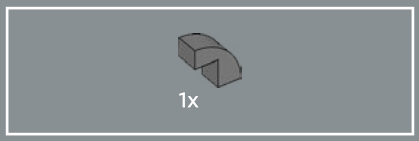

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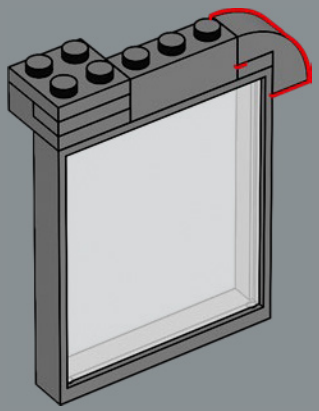

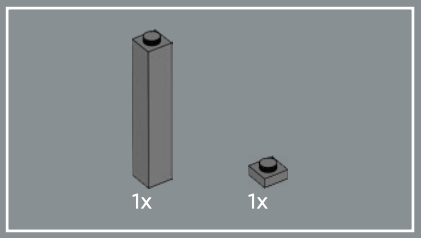

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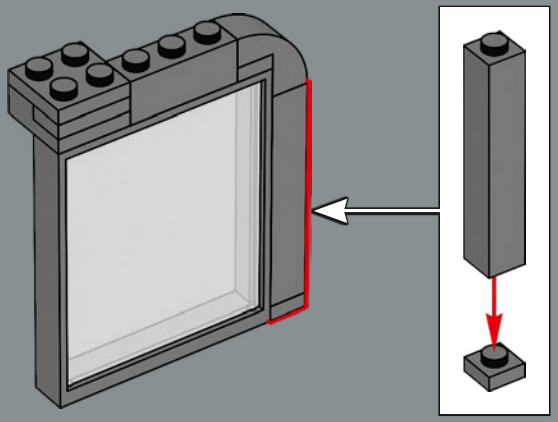

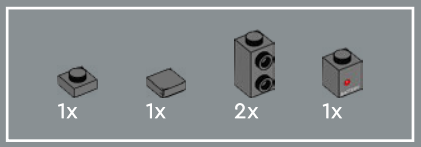

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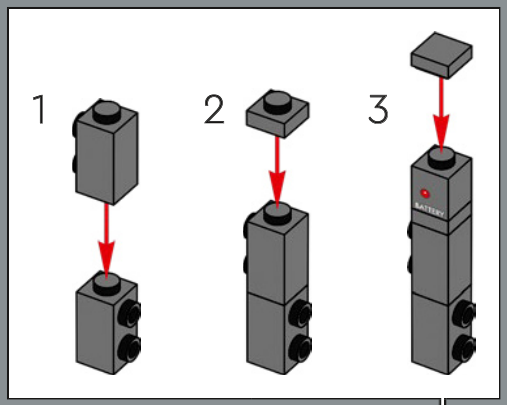

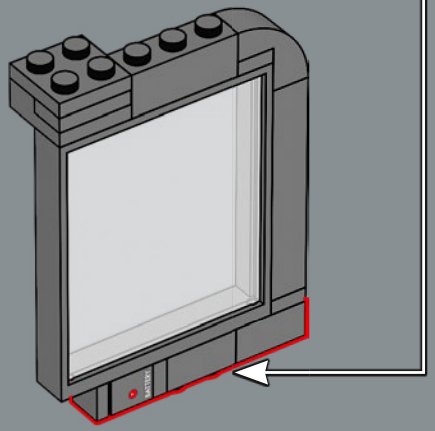

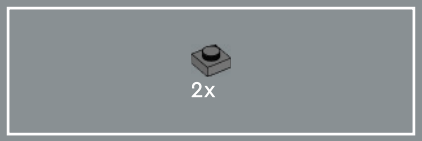
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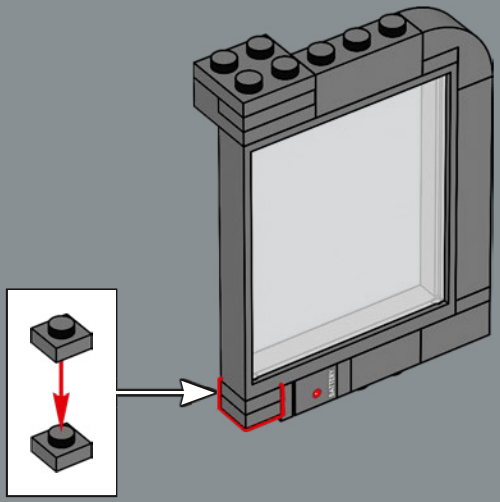

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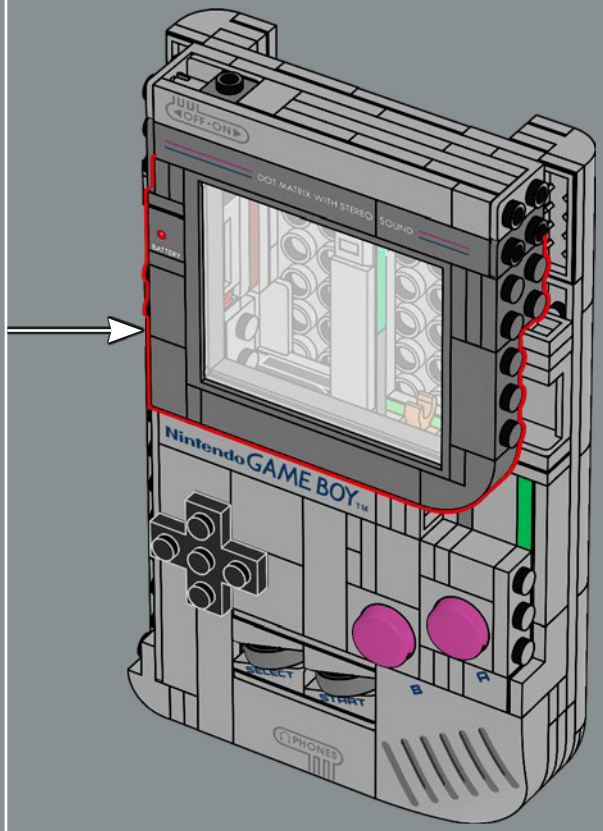
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DOT MATRIX WITH STEREO SOUND
Nintendo GAME BOY
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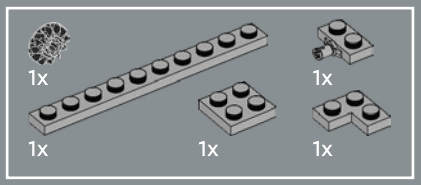

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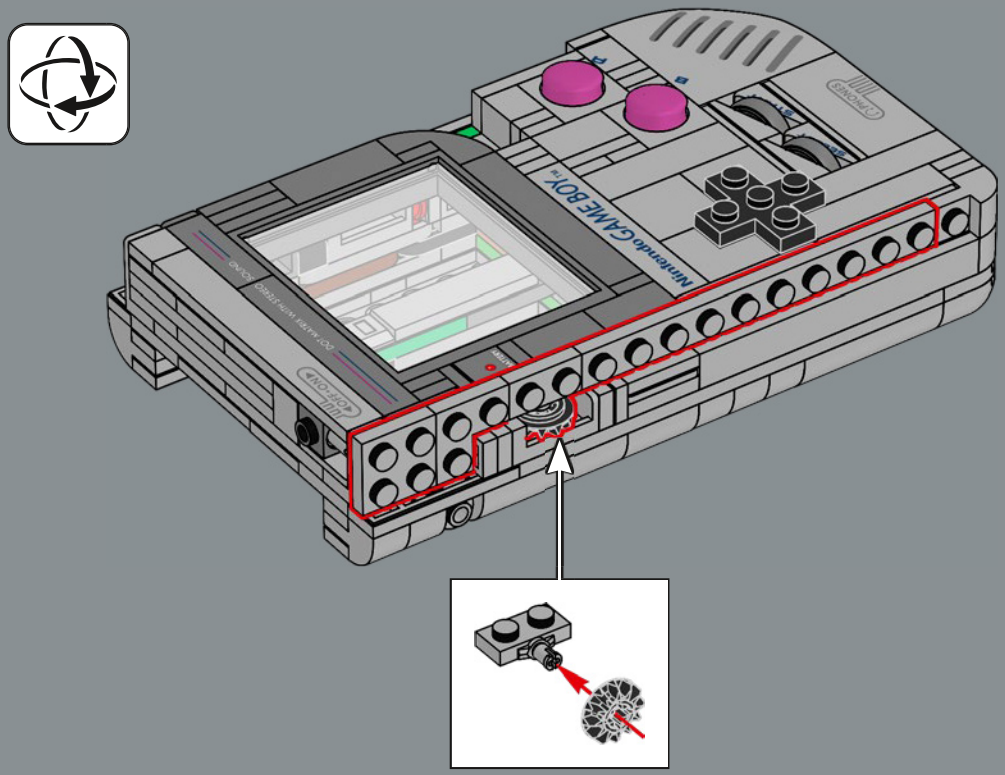

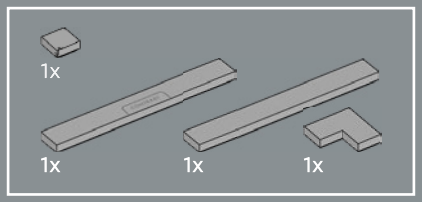
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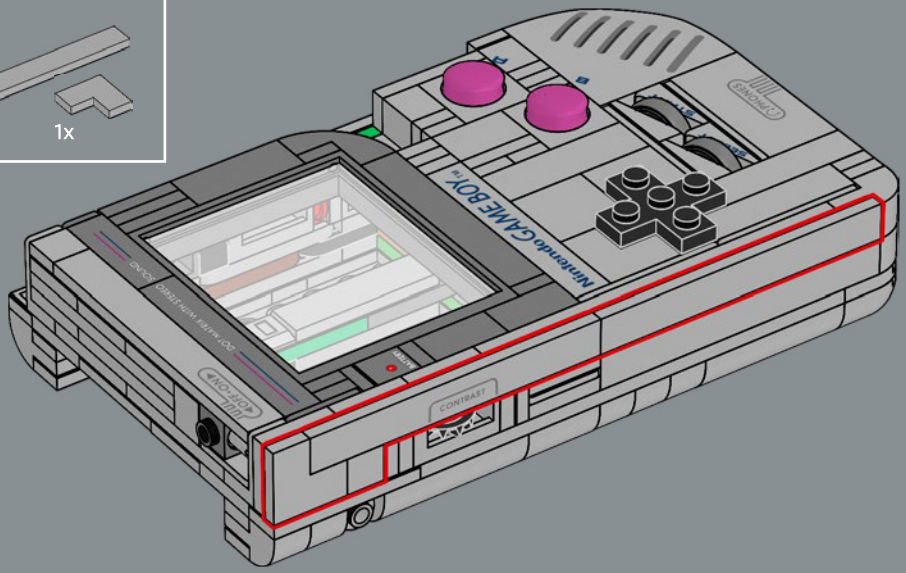
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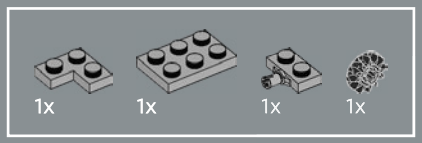
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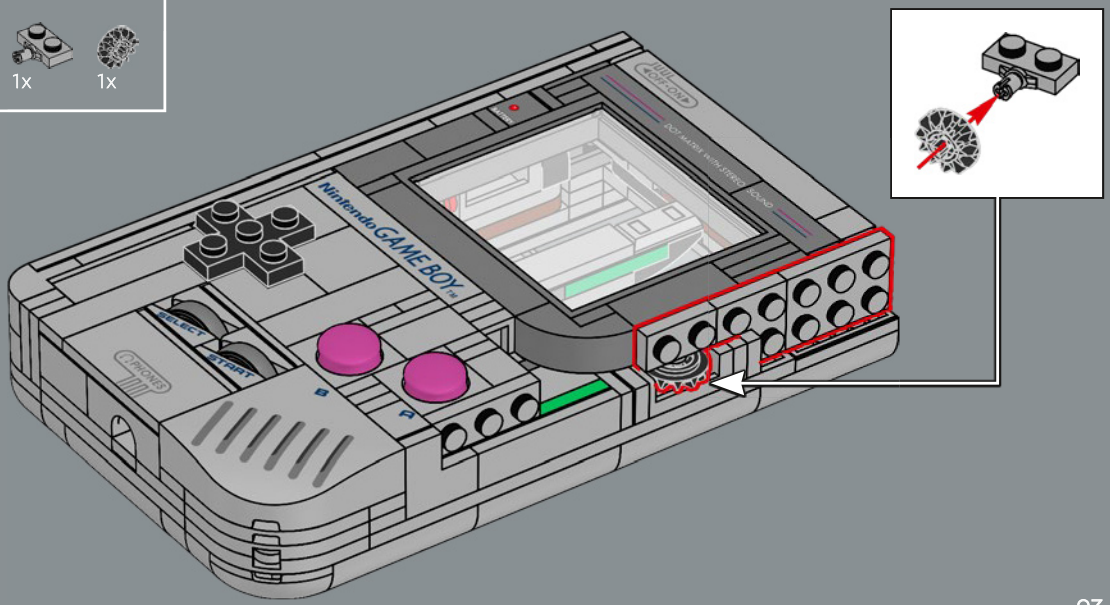
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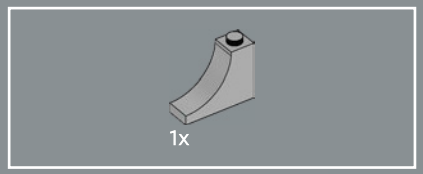
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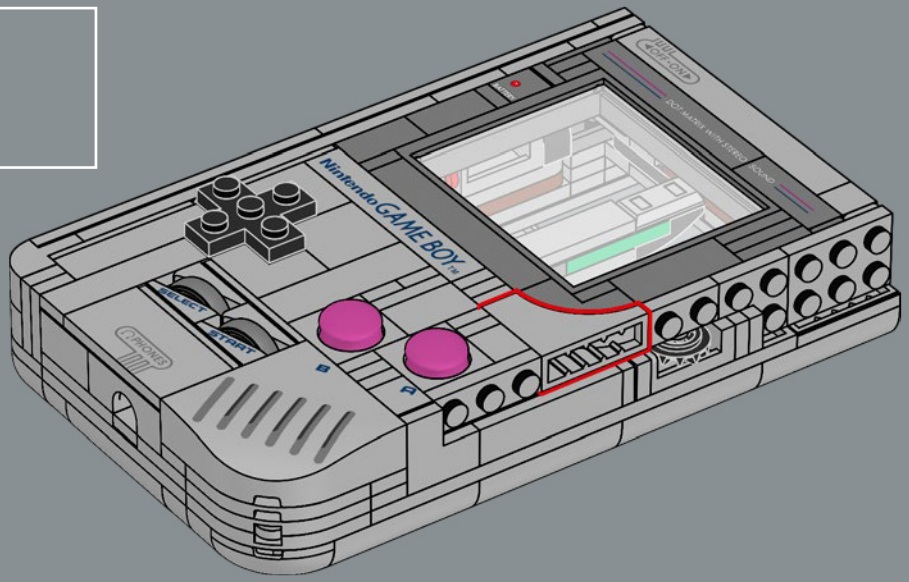
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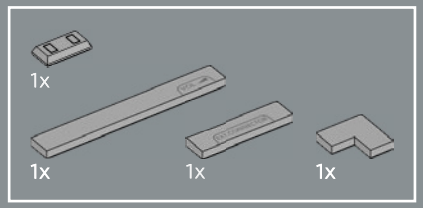
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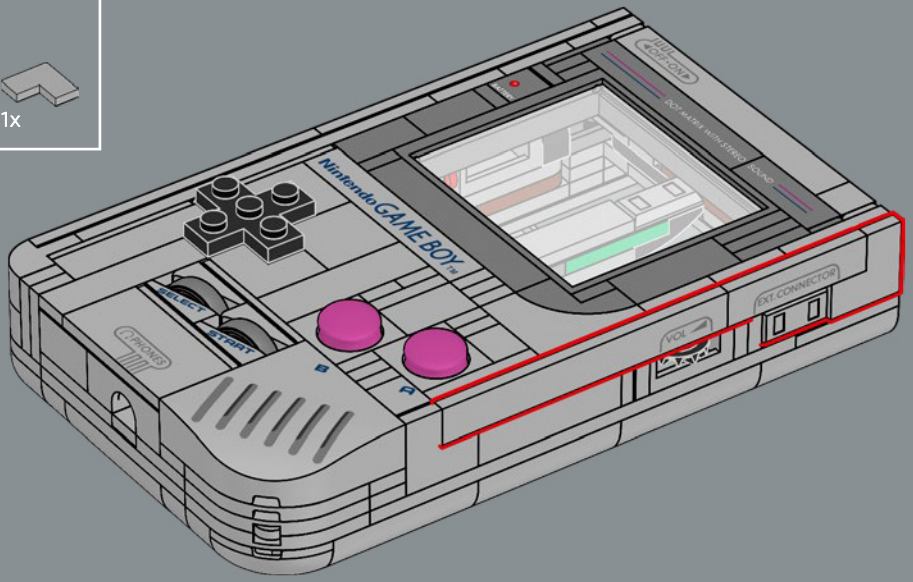
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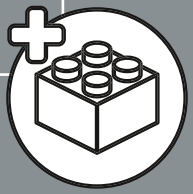

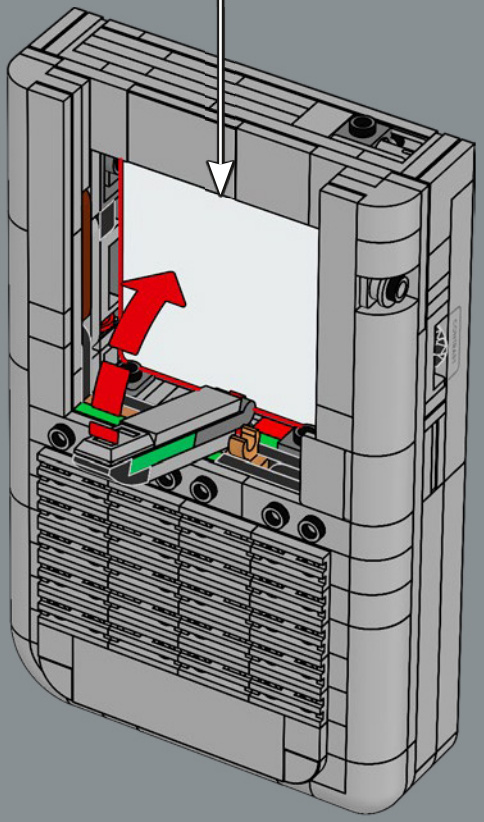

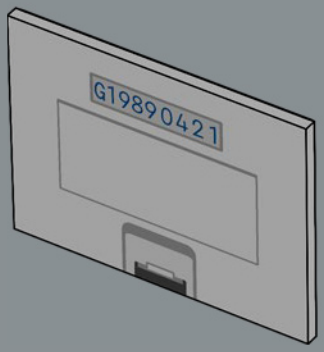

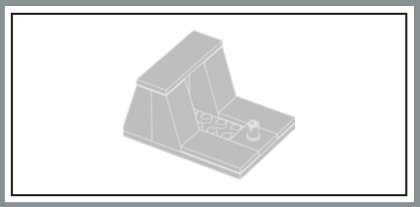

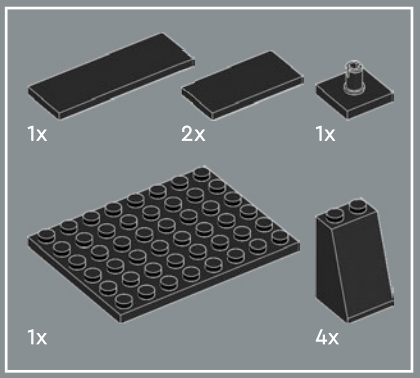

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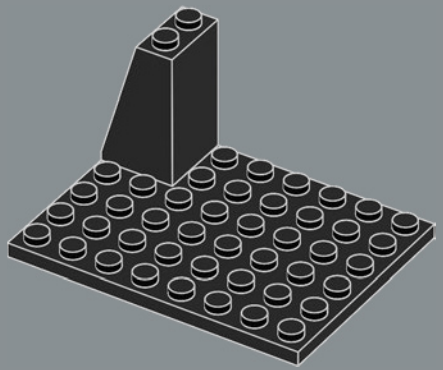

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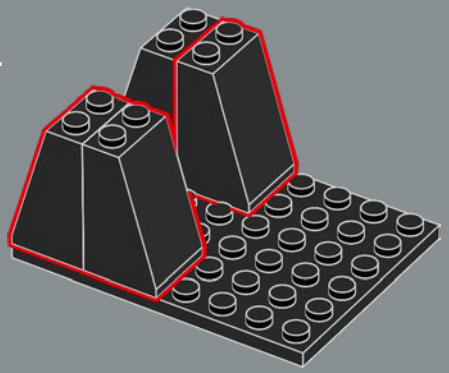

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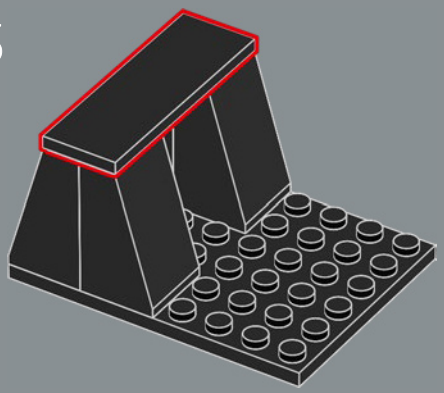

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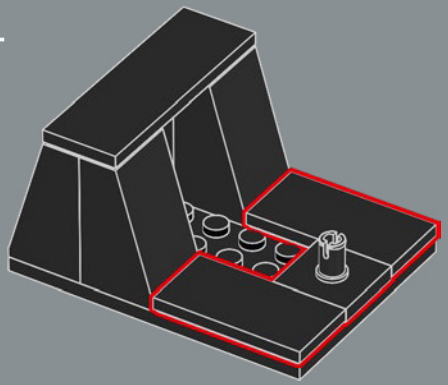
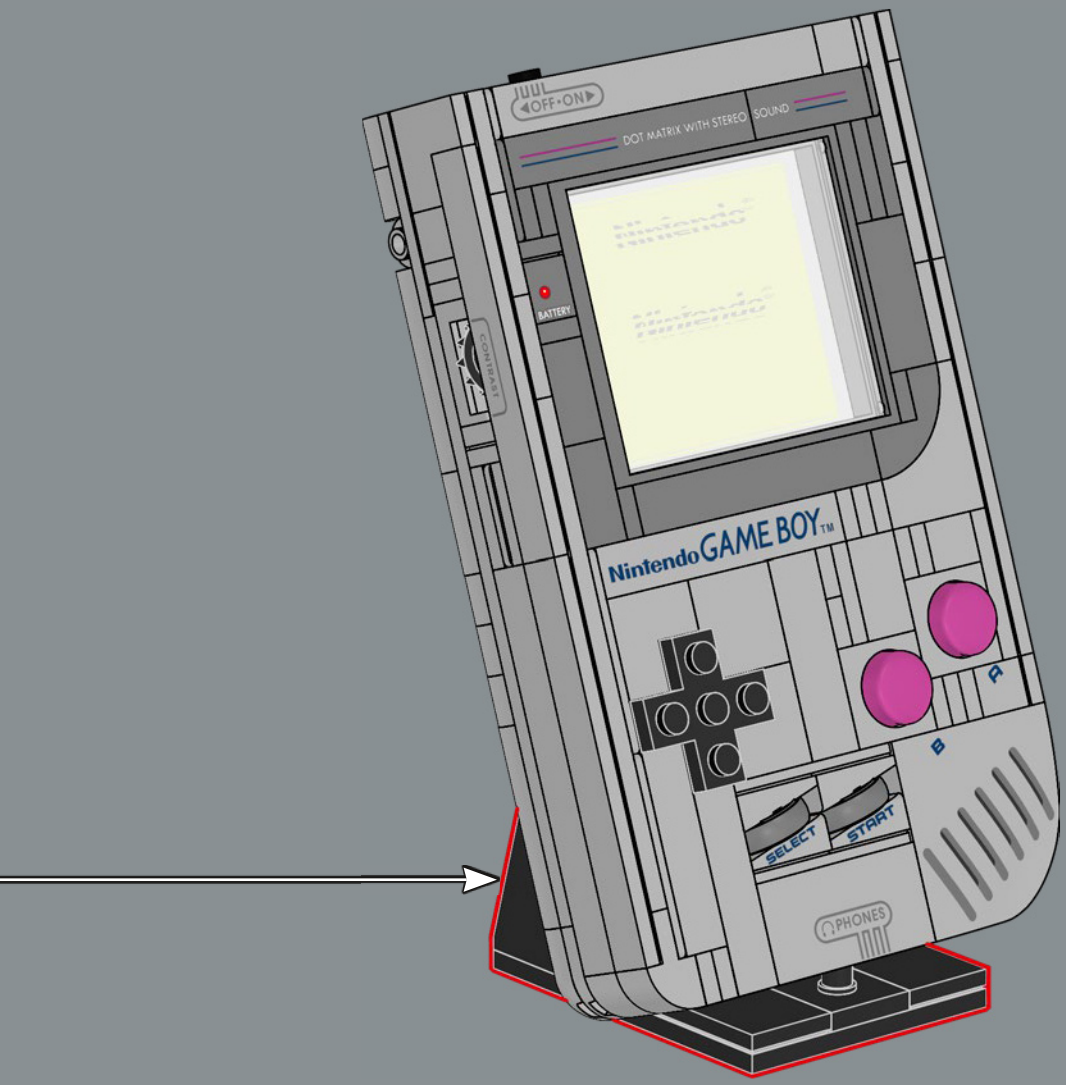
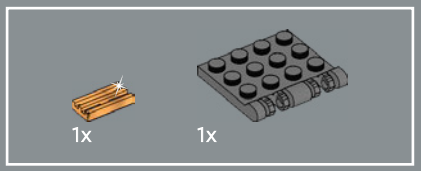



OFF•ON
DOT MATRIX WITH STEREO SOUND
BATTERY
CONTRAST
Nintendo GAME BOY™
SELECT
START
B
A
PHONES



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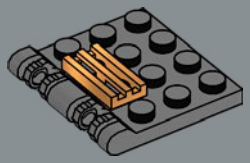

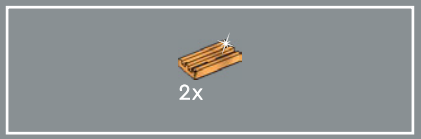

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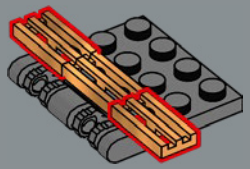

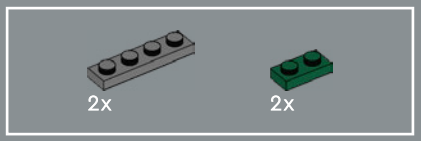

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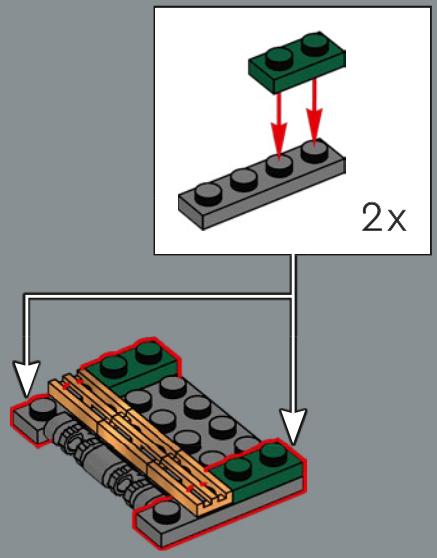

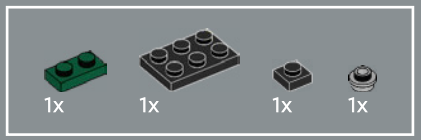

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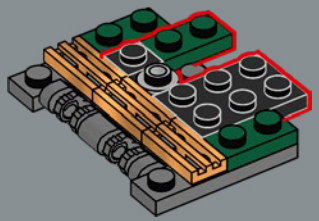

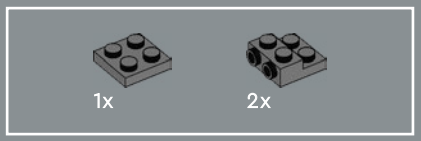

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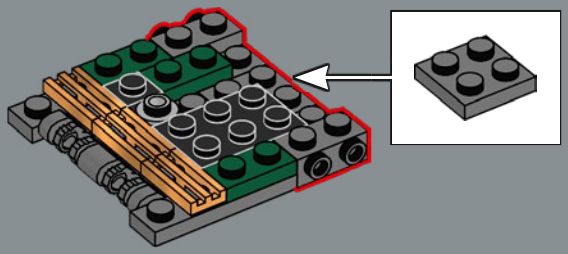

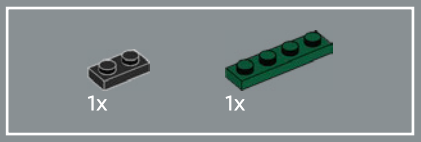

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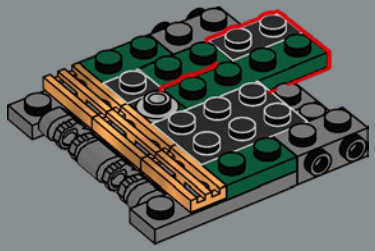

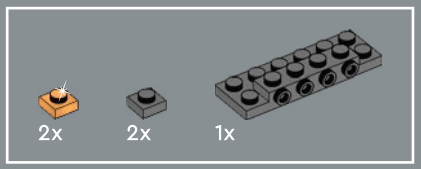

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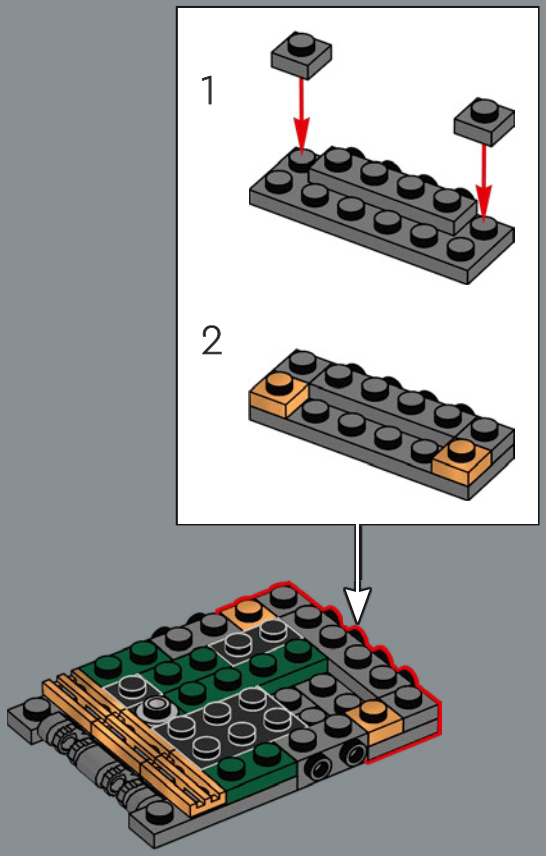

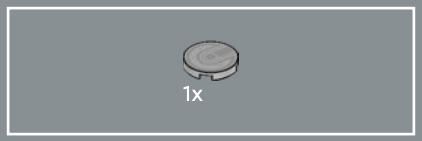

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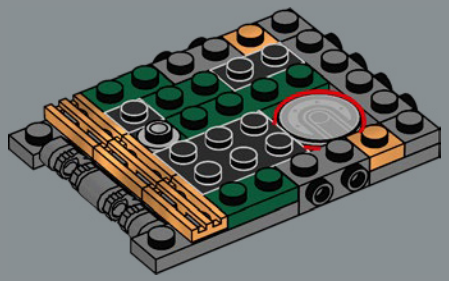

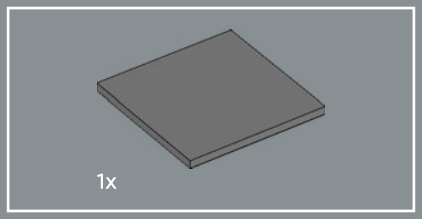

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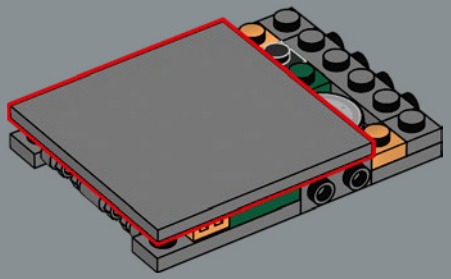

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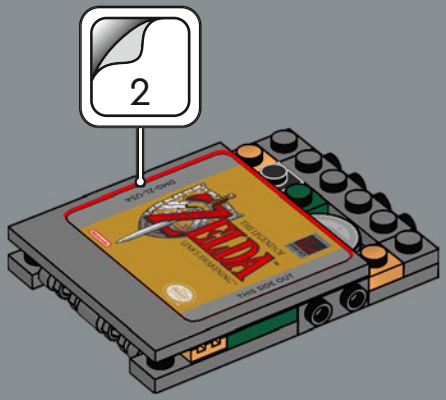

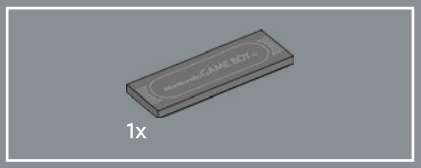

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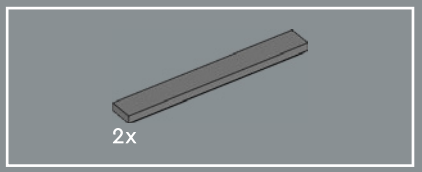

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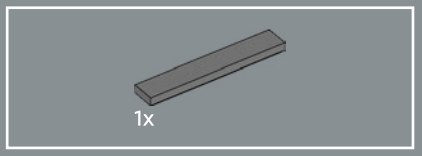

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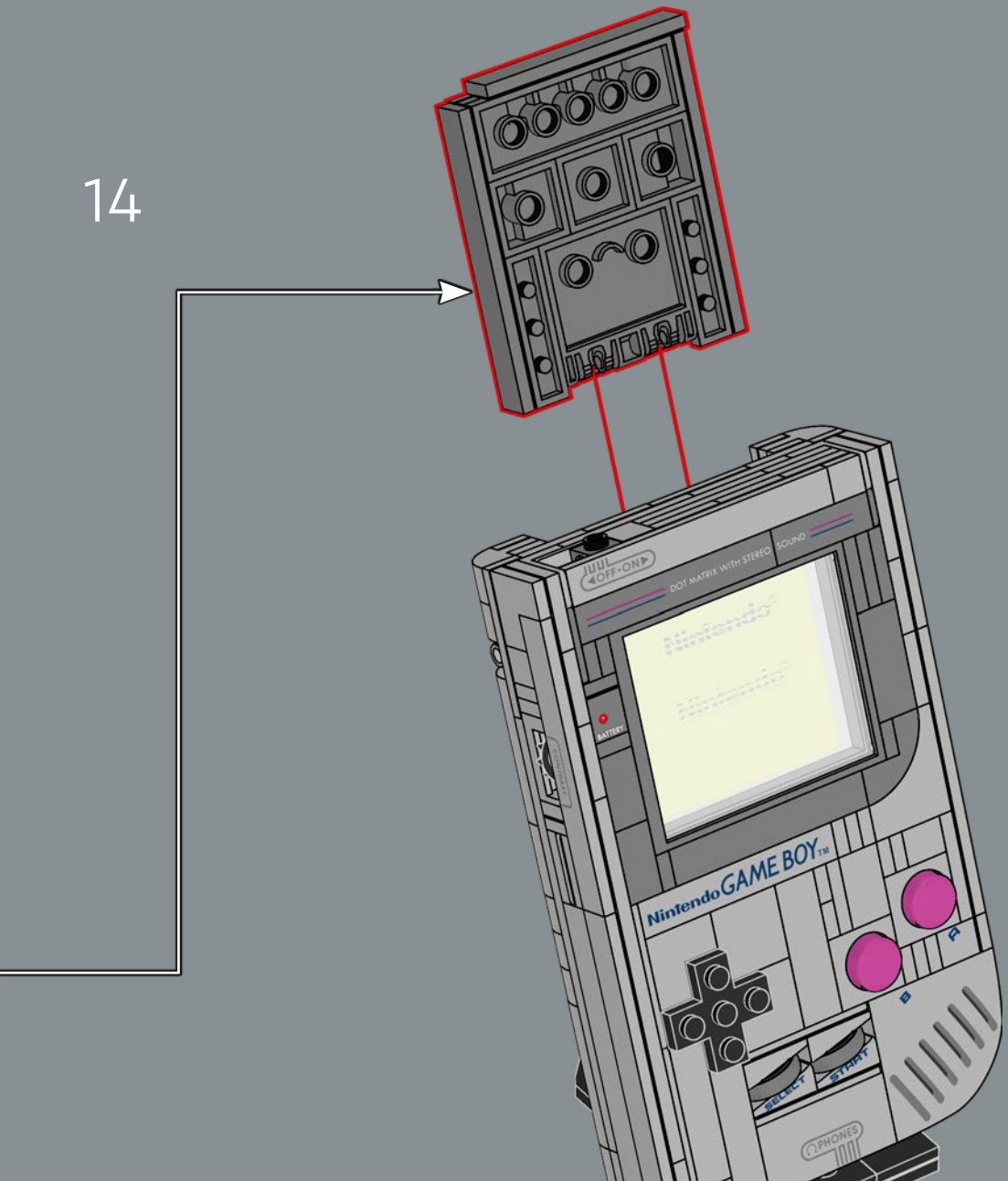
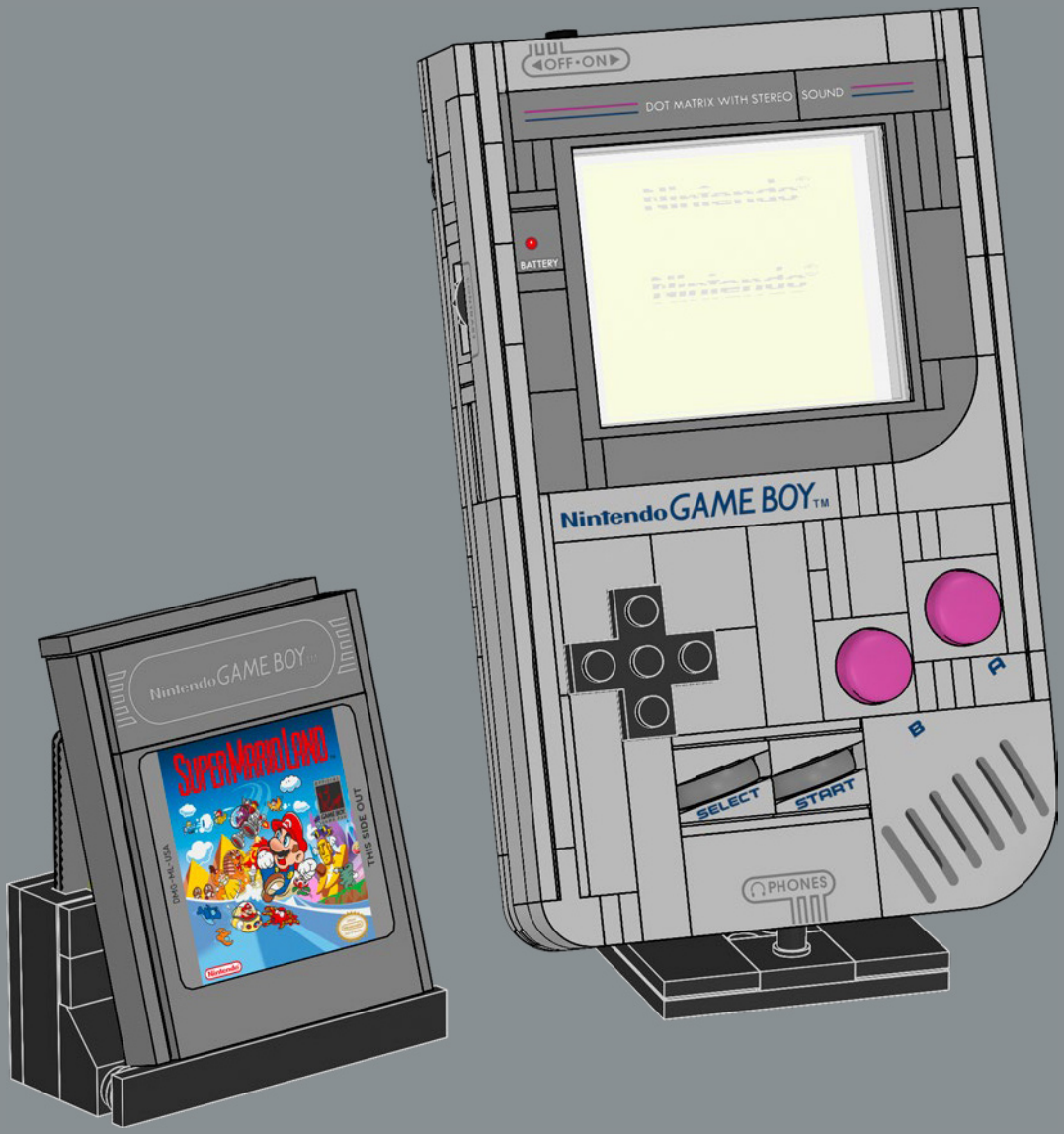

OFF·ON
DOT MATRIX WITH STEREO SOUND
BATTERY
Nintendo GAME BOY™
SELECT
START
PHONES


OFF • ON
DOT MATRIX WITH STEREO SOUND
BATTERY
Nintendo GAME BOY™
SELECT
START
B
A
PHONES
Nintendo GAME BOY
SUPER MARIO LAND
THIS SIDE OUT

2x
6508151

1x
4544140

5x
6447501

1x
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3x
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6346804

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300121

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1x
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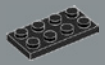
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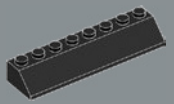
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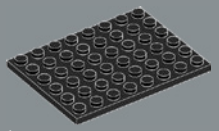
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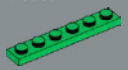
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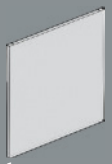
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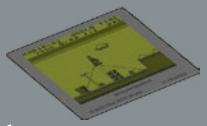
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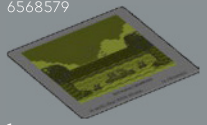
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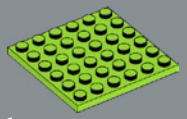
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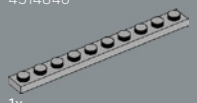
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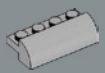
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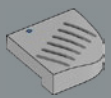
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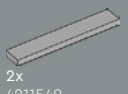
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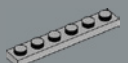
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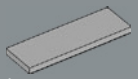
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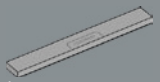
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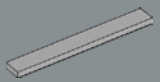
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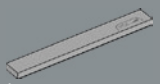
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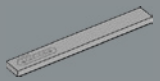
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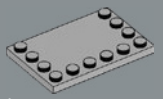
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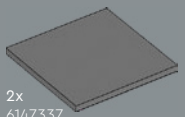
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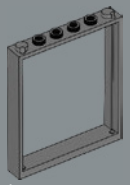
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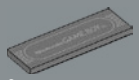
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