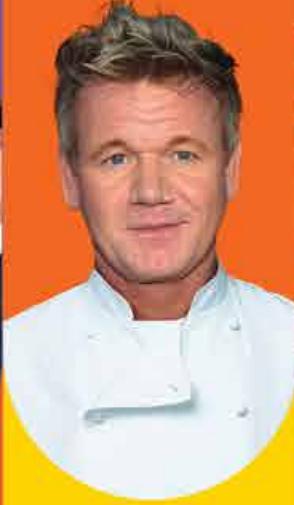


SPRING 2026



PENN &
TELLER



STEAM
LAB VR



MOTO
TOYZ



DK



Bill



ABACUS
BRANDS

We're an experience through entertainment company where curiosity leads the way, learning is part of the adventure, and lives are transformed through the power of play.



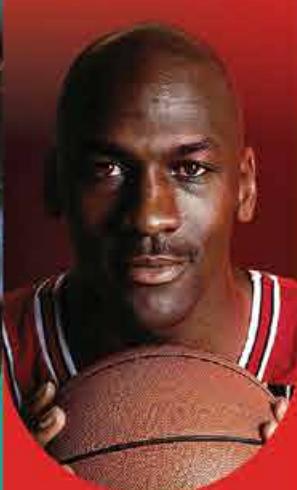
NYE



NATIONAL
GEOGRAPHIC



Pixelcade



ESPN



Barbie



**STAR
WARS**

Barbie™

Magic Style Studio



Style Barbie your way! Mix and match outfits and bring Barbie to life in augmented reality!

- Barbie comes alive in your room for the ultimate selfie session!
- 25 piece activity set that includes pieces kids can customize with markers!
- Customize your outfit with magnetic pieces you can mix and match for endless outfit combos!
- Includes kid-safe HoloToyz app compatible with Apple iOS and Android devices!

BARBIE MAGIC STYLE STUDIO

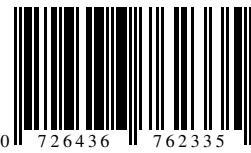
STYLE# HTBARBIE001

AGES 4+

UNIT SIZE 11.6" X 9.8" X 1.8"

CASE PACK QTY 8

UPC 726436762335



*Smartphone not included.



AUGMENTED REALITY BOOK BUNDLE

We come to life!



Experience storybooks like never before with HoloToyz Interactive AR Books!

- 3 high quality illustrated board books!
- Characters come alive and leap off the page with animation and sound in augmented reality!
- Includes kid-safe HoloToyz app compatible with Apple iOS and Android devices!

HOLOTOYZ
LARGE 3-BOOK BOX SET
STYLE# HTBOOK-LARGE-3-SET
AGES 4+
UNIT SIZE 10" X 10" X 1.5"
CASE PACK QTY 4
UPC 726436939089

ISBN 978-1-8381885-6-6

 9 781838 188566 >



AUGMENTED REALITY STICKERS!



Take your stickers to the next level and watch as they come alive in augmented reality!

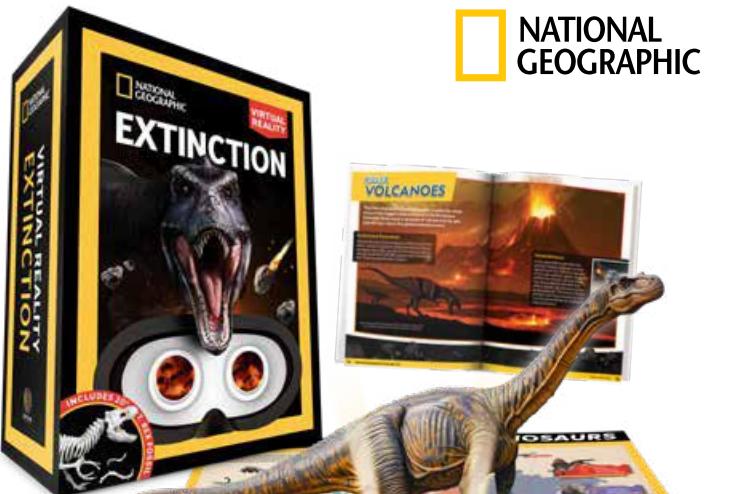
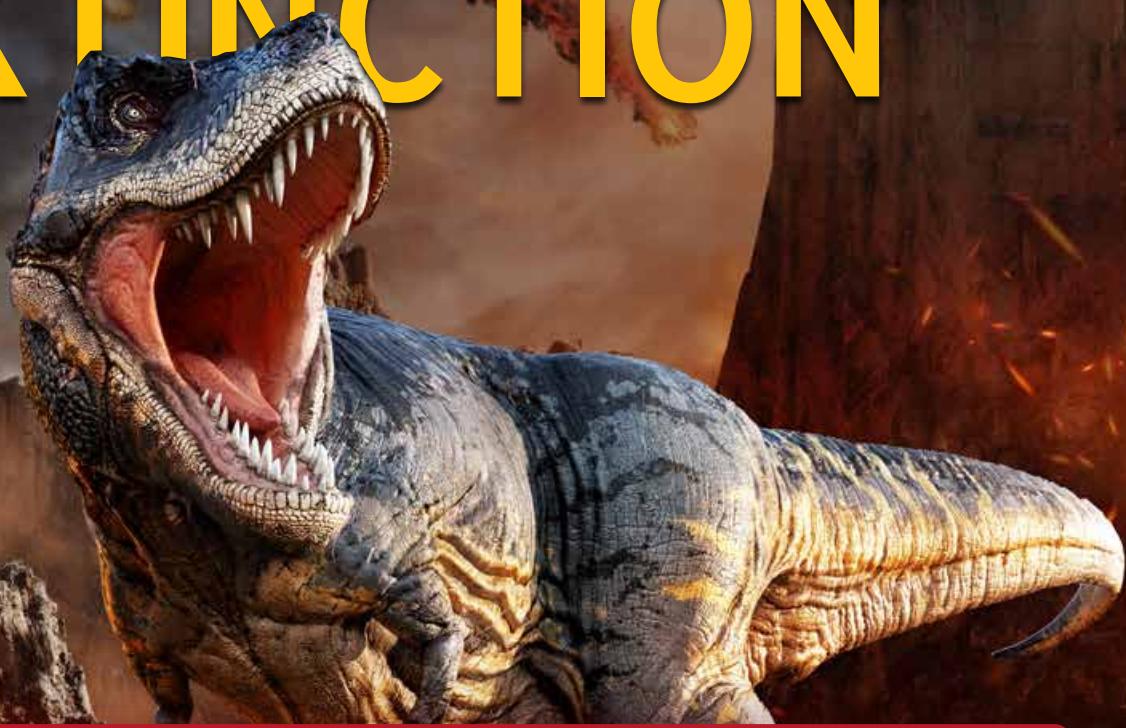
- Stickers come to life with animation and sound!
- Just peel, stick, and scan!
- Includes kid-safe HoloToyz app compatible with Apple iOS and Android devices!

HOLOTOYZ
ASSORTED AR STICKERS
STYLE# HTST-AST4
AGES 3+
UNIT SIZE 10.24" X 5.12" X 9.06"
CASE PACK QTY 1 PDQ
(24PCS, 6 PER STYLE)
UPC 80794712205391

WATCH DEMO!



VIRTUAL REALITY EXTINCTION

 NEW NATIONAL
GEOGRAPHIC

20"

Journey back in time and witness the end of the Dinosaur Age in spectacular virtual reality!

- 40 page book packed with fascinating facts and engaging illustrations!
- 20" T. rex fossil 3D puzzle!
- Fold-out interactive map with dinosaurs that come alive in augmented reality!
- 20+ immersive experiences in 360° virtual reality!
- Try to outrun a hungry T. rex, ride a dino roller coaster, explore a 3D dinosaur museum and much more!

NATIONAL GEOGRAPHIC
VIRTUAL REALITY EXTINCTION

STYLE# 43867

AGES 8+

UNIT SIZE 12" X 8.7" X 4.5"

CASE PACK QTY 4

UPC 850054243867



*Smartphone not included.

New for Spring



NATIONAL
GEOGRAPHIC

VIRTUAL REALITY WORLD WONDERS

NEW



NATIONAL
GEOGRAPHIC

Take a tour of the most spectacular places on Earth in stunning virtual reality!

- 40 page book featuring the ancient, modern and natural Wonders of the World plus some additional marvels of modern engineering!
- 14" Colosseum 3D puzzle!
- Fold-out interactive map with world wonders that come alive in AR!
- 20+ immersive virtual reality experiences!
- Visit the pyramids, stand on the peak of Everest and much more!

NATIONAL GEOGRAPHIC
VIRTUAL REALITY
WORLD WONDERS
STYLE# 43690
AGES 8+
UNIT SIZE 12" X 8.7" X 4.5"
CASE PACK QTY 4
UPC 850054243690



*Smartphone not included.

SPRING 2026

New for Spring

Pixicade®

DRAW YOUR OWN GAMES!

SPECIAL ANIMATION EDITION

ALAN
BECKER®
EXCLUSIVE



NEW

BONUS FEATURE
CREATE ANIMATED CHARACTERS
FOR YOUR GAMES!

ALAN
BECKER



*Device not included.

Create playable video games with full animation using just markers, paper, and the Pixicade app!

- Learn animation techniques from animator Alan Becker, creator of the *Animator vs. Animation* videos with over 200 million views on YouTube!
- Customize exclusive animation power-ups in your games!
- 108 page game design guide book with bonus section on animating characters!
- Over 100 playable sample games!
- 5 premium washable markers!

PIXICADE
SPECIAL ANIMATION EDITION
— ALAN BECKER
STYLE# 43836
AGES 6+
UNIT SIZE 9.8" X 11.7" X 1.4"
CASE PACK QTY 8
UPC 850054243836



*Smartphone not included.

New for Spring

Pixicade®+

DRAW YOUR OWN GAMES!



NEW

Unleash your imagination and turn drawings—and now stickers—into playable video games in minutes with the Pixicade app!

- 75+ stickers ready to add to your games!
- Take your games to the next level with custom stickers for avatars, opponents, collectibles, and movable objects!
- 108 page game design guide book!
- Over 100 playable sample games!
- 5 premium washable markers!



PIXICADE+

STYLE# 43881

AGES 6+

UNIT SIZE 9.8" X 11.7" X 1.4"

CASE PACK QTY 8

UPC 850054243881



*Smartphone not included.

SPRING 2026



DISCOVERY BOX GIFT SETS

VIRTUAL REALITY
ESPN



Discover sports from around the world in immersive virtual reality! From baseball and basketball to snowboarding and rally racing, you've never experienced sports like this before!

- 128 page interactive DK book covering the rules, equipment, and strategies of your favorite sports!
- 20+ immersive virtual reality experiences!
- Hit the ice for some hockey, carve down snowy mountain slopes on a snowboard, race in a rally car and so much more!
- Includes 3 championship medals and VR goggles!



VIRTUAL REALITY ESPN
STYLE# 43379
UNIT SIZE 12" X 10" X 5"
CASE PACK QTY 4
UPC 850054243379



8 50054 24337 9

*Smartphone not included.



VIRTUAL REALITY HUMAN BODY!

TAGIE AWARDS
FINALIST



Go inside the body and see how it all works like never before in stunning virtual reality!

- 80 page DK book packed with information and illustrations covering all of the major body systems!
- 20+ experiences in 360° virtual reality!
- Go inside the heart, ride through arteries, see how the immune system works and much more!
- Includes hands-on human anatomy model and VR goggles!



VIRTUAL REALITY HUMAN BODY!

STYLE# 94390

UNIT SIZE 12" X 10" X 5"

CASE PACK QTY 4

UPC 850009794390



*Smartphone not included.

SPRING 2026



DISCOVERY BOX GIFT SETS

VIRTUAL REALITY DINOSAURS!



From the mighty hunters to the gentle giants, discover dinosaurs as you've never seen them before in stunning virtual reality!

- 80 page interactive DK book!
- 20+ experiences in stunning virtual reality!
- Come face-to-face with a ferocious *T. rex*, swim with the massive *Albertonectes*, soar with a *Pteranodon* and more!
- Includes 10" *T. rex* dig-out fossil and VR goggles!

WATCH DEMO!



VIRTUAL REALITY DINOSAURS!

STYLE# 94291

UNIT SIZE 12" X 10" X 5"

CASE PACK QTY 4

UPC 850009794291



8 50009 79429 1

*Smartphone not included.



VIRTUAL REALITY ANIMALS!



Step into the wild and get up close to the most fascinating animals from around the world in virtual reality!

- 96 page interactive DK book!
- 45+ immersive experiences in 360° virtual reality!
- Swim with sharks, roam with elephants, soar with birds and so much more!
- Includes a 7 piece animal scratch art kit and VR goggles!



VIRTUAL REALITY ANIMALS!

STYLE# 94475

UNIT SIZE 12" X 10" X 5"

CASE PACK QTY 4

UPC 850009794475



*Smartphone not included.

SPRING 2026



DISCOVERY BOX GIFT SETS



VIRTUAL REALITY TRANSPORT!



Take a journey through the history of transportation in stunning virtual reality! Discover the vehicles that carry us over land, water, and air and how they work!

- 96 page interactive DK book!
- 20+ VR experiences!
- Includes wooden pull-back racecar puzzle and VR goggles!

[WATCH DEMO!](#)



VIRTUAL REALITY TRANSPORT!

STYLE# 43386

UNIT SIZE 12" X 10" X 5"

CASE PACK QTY 4

UPC 850054243386



VIRTUAL REALITY HISTORY!



Travel through time and around the globe to discover the people, places, and events that changed the world in stunning virtual reality.

- 96 page interactive DK book!
- 25 immersive VR experiences!
- Includes 3D wooden puzzle and VR goggles!

[WATCH DEMO!](#)



VIRTUAL REALITY HISTORY!

STYLE# 94789

UNIT SIZE 12" X 10" X 5"

CASE PACK QTY 4

UPC 850009794789



VIRTUAL REALITY OCEANS!



Take a deep dive into the world's oceans in unprecedented detail.

- 96 page interactive DK book!
- 35+ VR experiences!
- Includes a 7 piece animal scratch art kit and VR goggles!

[WATCH DEMO!](#)



VIRTUAL REALITY OCEANS!

STYLE# 94567

UNIT SIZE 12" X 10" X 5"

CASE PACK QTY 4

UPC 850009794567



*Smartphone not included.



VIRTUAL REALITY WORLD ART!

Step inside and immerse yourself into the works of art that shaped our world!

- 112 page interactive DK book!
- 32 immersive virtual reality experiences!
- Includes mini canvas, easel, paints, and VR goggles!

[WATCH DEMO!](#)



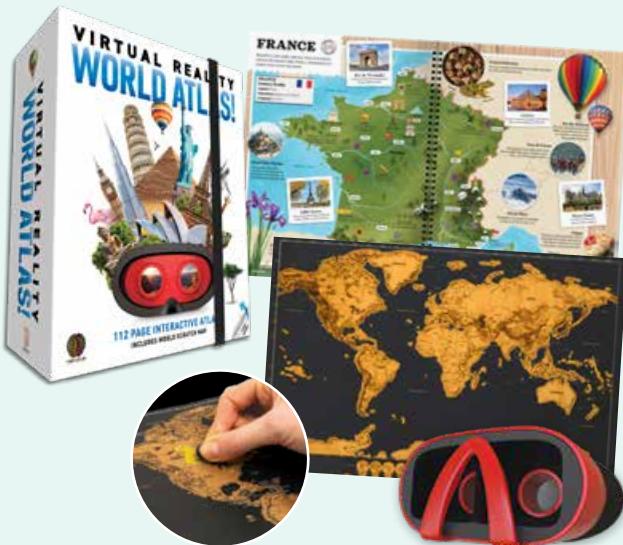
VIRTUAL REALITY WORLD ART!

STYLE# 94796

UNIT SIZE 12" X 10" X 5"

CASE PACK QTY 4

UPC 850009794796

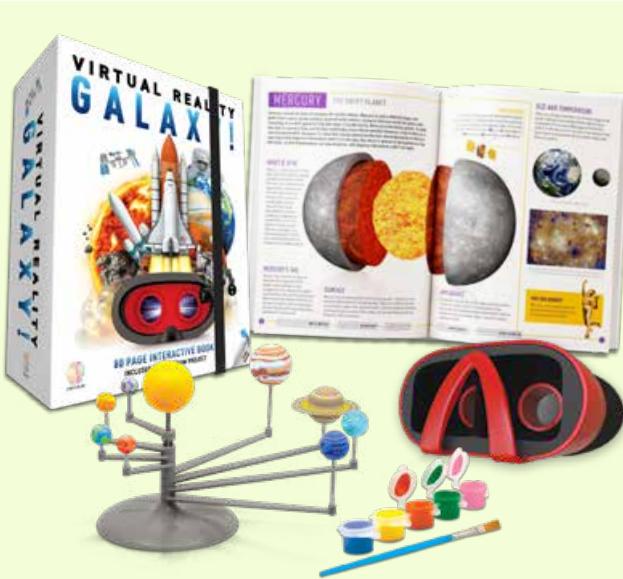


VIRTUAL REALITY WORLD ATLAS!

Explore cities, cultures, and world wonders in virtual reality.

- 110 page interactive atlas!
- 140+ AR & VR experiences!
- Includes scratch map and VR goggles!

[WATCH DEMO!](#)



VIRTUAL REALITY GALAXY!

Travel through the cosmos and beyond in virtual reality.

- 80 page interactive book!
- 30+ VR experiences!
- Includes mini planetarium kit and VR goggles!

[WATCH DEMO!](#)



*Smartphone not included.

Pixicade®

DRAW YOUR OWN GAMES!



FROM PAPER
TO SCREEN!

1 DRAW &
CREATE!

2 PLAY &
SHARE!



*Device not included.



*Device not included.

WATCH DEMO!



Unleash your creativity and turn your drawings into playable video games in just minutes!

- Includes a 108 page game design guidebook!
- 30+ activities and 50+ playable sample games included!
- 5 high-quality washable markers and Pixicade app!
- Create single-player and multiplayer games, and even share your creations online!

PIXICADE PDQ

STYLE# 43393

SIZE 23.03" X 22.32" X 2.05"

Pieces 8

UPC 850054243393



PIXICADE

STYLE# 43225

AGES 6+

UNIT SIZE 10" X 12" 1.5"

CASE PACK 8

UPC 850054243225





*Device not included.

Pixicade® DRAW YOUR OWN GAMES!

Unleash your imagination and turn drawings—and now stickers—into playable video games in minutes!

- 75+ stickers ready to add to your games!
- Take your games to the next level with custom stickers for avatars, opponents, collectibles, and movable objects!
- 108 page game design guide book!
- Over 100 playable sample games!
- 5 premium washable markers!

PIXICADE+

STYLE# 43881

AGES 6+

UNIT SIZE 10" X 12" X 1.5"

CASE PACK QTY 8

UPC 850054243881



*Device not included.

ALAN
BECKER

Pixicade® DRAW YOUR OWN GAMES! SPECIAL ANIMATION EDITION

From paper to screen, create playable video games—now with full animation!

- Learn animation techniques from animator Alan Becker, creator of the *Animator vs. Animation* videos with over 200 million views on YouTube!
- Customize exclusive animation power-ups in your games!
- 108 page game design guide book with bonus section on animating characters!
- Over 100 playable sample games!
- 5 premium washable markers!

PIXICADE SPECIAL ANIMATION EDITION

— ALAN BECKER

STYLE# 43886

AGES 6+

UNIT SIZE 10" X 12" X 1.5"

CASE PACK QTY 8

UPC 850054243836



32 MILLION+
SUBSCRIBERS!



BILL NYE

BILL NYE'S VR SCIENCE KIT

DISCOVER IMMERSIVE
VR EXPERIENCES WITH
BILL NYE!

TOTY
TOY OF THE YEAR AWARDS
WINNER



BILL'S FAVORITE EXPERIMENTS!

- Magic Message
- Lava Lamp
- Balloon Rockets
- Grow Crystals
- Make Slime
- Elephant Toothpaste
- AND MORE!



BILL NYE

Step into the lab with Bill Nye "The Science Guy" and explore chemical reactions and more in immersive virtual reality!

- 80 page interactive book!
- 30 hands-on experiments with step-by-step instructions that come alive as full videos in augmented reality!
- Discover volcanoes, caves, waterfalls and more in immersive virtual reality!
- 50 piece science activity set with VR goggles!
- Winner of STEM Toy of the Year!



BILL NYE'S VR SCIENCE KIT

STYLE# 94062

AGES 8+

UNIT SIZE 11" X 14" X 6"

CASE PACK QTY 3

UPC 850009794062



*Smartphone not included.



SPACE BILL NYE'S LAB VR

VIRTUAL REALITY ACTIVITY SET



HANDS-ON PLAY!

- Create moon craters
- Defy gravity
- Erupt a volcano
- Launch a rocket
- AND MORE!



EXPLORE THE DEPTHS
OF OUR GALAXY IN
**VIRTUAL
REALITY!**



Climb aboard a spaceship with Bill Nye "The Science Guy" to explore the galaxy and beyond in stunning 360° virtual reality!

- 96 page interactive book!
- 30+ hands-on projects with step-by-step instructions that turn into videos in augmented reality!
- Blast off on a rocket, fly through the solar system, land on the Moon and more in immersive virtual reality!
- 85 piece science activity set with VR goggles!

WATCH DEMO!



BILL NYE'S VR SPACE LAB

STYLE# 43805

AGES 8+

UNIT SIZE 10" X 13" X 5.5"

CASE PACK QTY 3

UPC 850054243805



8 50054 24380 5

*Smartphone not included.

SPRING 2026

BILL NYE

**DISCOVER
EXTREME WEATHER
& NATURAL DISASTERS!**



BILL NYE'S XTREME WEATHER LAB VR
VIRTUAL REALITY ACTIVITY SET

Venture into the most extreme weather on Earth with Bill Nye.

- Discover hurricanes, tornadoes, and other forms of extreme weather in virtual reality!
- Get hands-on with the included weather kit!
- Activity set includes a 40 page book and VR goggles!



BILL NYE'S XTREME WEATHER LAB VR
STYLE# 94468

AGES 8+

UNIT SIZE 10" X 12" X 6"

CASE PACK QTY 4

UPC 850009794468



8 50009 79446 8



ECO FRIENDLY

BILL NYE

BILL NYE'S CHEM LAB VR
VIRTUAL REALITY ACTIVITY SET

Discover chemistry like never before with Bill Nye in virtual reality!

- Learn about the properties of matter, chemical reactions, pH, and more with 9 immersive VR experiences!
- Get hands-on with your own chemistry set!
- Activity set includes a 44 page book and VR viewer!



BILL NYE'S CHEM LAB VR

STYLE# 94420

AGES 8+

UNIT SIZE 11" X 8 X 3.5"

CASE PACK QTY 6

UPC 850009794420



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*Smartphone not included.


 BILL NYE




BILL NYE

BILL NYE'S BODY LAB VR
VIRTUAL REALITY ACTIVITY SET



Explore the human body like never before with Bill Nye in virtual reality!

- Ride through arteries and dive inside the brain, heart, lungs, and more with 9 immersive VR experiences!
- Assemble a human anatomy model!
- Activity set includes a 40 page book, VR goggles, and a stethoscope!

BILL NYE'S BODY LAB VR
STYLE# 94451
AGES 8+
UNIT SIZE 10" X 12" X 6"
CASE PACK QTY 4
UPC 850009794451

WATCH DEMO!




8 50009 79445 1



BILL NYE

BILL NYE'S ROCKET LAB VR
VIRTUAL REALITY ACTIVITY SET



Discover how rockets work and blast off with Bill Nye in virtual reality!

- Orbit Earth, land on the Moon, drop down on Mars, and more with 9 immersive VR experiences!
- Build and launch your very own rocket!
- Activity set includes a 40 page book, rocket project, and VR goggles!

BILL NYE'S ROCKET LAB VR
STYLE# 94413
AGES 8+
UNIT SIZE 10" X 12" X 6"
CASE PACK QTY 4
UPC 850009794413

WATCH DEMO!




8 50009 79441 3

*Smartphone not included.

SPRING 2026

**PROFESSOR
MAXWELL'S**



100+ PIECE SET

**200+
VR & AR
EXPERIENCES**

**15+
PROJECTS
& ACTIVITIES**

PROFESSOR MAXWELL'S **VR ATLAS**

VIRTUAL REALITY WORLD TRAVEL & ACTIVITY SET



Discover cities, countries, cultures, landmarks and more in virtual reality!

- 144 page interactive illustrated world atlas!
- 15 hands-on projects and activities!
- 200+ VR & AR experiences!
- 100+ piece activity set including VR goggles!



PROFESSOR MAXWELL'S™
VR ATLAS™

STYLE# 94772

AGES 8+

UNIT SIZE 11" X 14" X 6"

CASE PACK QTY 3

UPC 850009794772



8 50009 79477 2

*Smartphone not included.

**PROFESSOR
MAXWELL'S**

VR DINOSAURS™



**60+
PIECE SET**



Experience dinosaurs like never before in immersive virtual reality!

- 40 page interactive book that comes alive in virtual reality!
- Bonus 40 page project book!
- 30+ hands-on projects and activities!
- Step-by-step instructions that come alive in augmented reality!



WATCH DEMO!



**PROFESSOR MAXWELL'S™
VR DINOSAURS™**

STYLE# 43218

AGES 7+

UNIT SIZE 10" X 13" X 5.5"

CASE PACK QTY 3

UPC 850054243218



*Smartphone not included.

SPRING 2026



Step into the MasterChef kitchen and learn culinary skills, plating techniques, and even food science in virtual reality!

- Cook real meals and snacks!
- Learn from former winners and contestants!
- Includes Mystery Box challenges!
- 90 page interactive recipe book!
- 30 recipes with step-by-step instructions that turn into videos in augmented reality!
- 21 piece cooking set with real, full-sized silicon utensils and VR goggles!

[WATCH DEMO!](#)



MASTERCHEF JUNIOR VR

STYLE# 94079

AGES 8+

UNIT SIZE 11" X 14" X 6"

CASE PACK QTY 3

UPC 850009794079



*Smartphone not included.

PENN & TELLER



Learn instant
**BEGINNER
MAGIC!**

Step-by-step in
**VIRTUAL
REALITY!**



30+
EXPERIENCES

PIECES
75

PAGES
50

TRICKS
28

PENN & TELLER MAGIC LAB VR



**MAGIC BUILDS
LEADERS!**

**MAGIC DEVELOPS
SOCIAL SKILLS!**

**MAGIC INSTILLS
CONFIDENCE!**

Learn magic from the masters of illusion while boosting confidence and self awareness with this mind-bending magic set!

- Build self-confidence and develop social skills!
- Amaze your friends and family!
- 50 page interactive book!
- 28 instant magic tricks with step-by-step instructions that turn into videos in augmented reality!
- 75 piece magic set with all the props needed to put on a captivating magic show!

[WATCH DEMO!](#)



PENN & TELLER™ MAGIC LAB VR

STYLE# 94550

AGES 8+

UNIT SIZE 11" X 14" X 5.5"

CASE PACK QTY 3

UPC 850009794550



*Smartphone not included.

SPRING 2026



VIRTUAL REALITY

SCIENCE



Discover the wonders of science with Bill Nye in virtual reality.

- 52 page interactive book!
- 20 VR experiences!
- 15 hands-on experiments with step-by-step instructions that turn into videos in augmented reality!
- Includes VR Viewer!



BILL NYE'S

VIRTUAL REALITY SCIENCE

STYLE# 94802

AGES 4+

UNIT SIZE 11" X 9.4" X 1"

CASE PACK QTY 5

UPC 850009794802



8 50009 79480 2

*Smartphone not included.



VIRTUAL REALITY WORLD ATLAS

Explore the countries, cultures, landmarks, and wonders of the world in stunning virtual reality.

- 88 page interactive atlas that comes to life in stunning VR!
- 100+ VR & AR experiences!
- Includes VR viewer!

VIRTUAL REALITY WORLD ATLAS

STYLE# 94819

AGES 4+

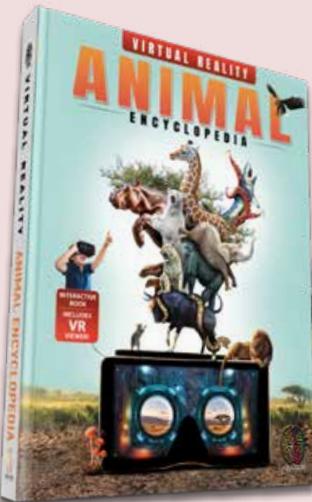
UNIT SIZE 11" X 9.4" X 1"

CASE PACK QTY 5

UPC 850009794819



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VIRTUAL REALITY ANIMAL ENCYCLOPEDIA

Go on the ultimate safari and see amazing animals up close in virtual reality!

- 128 page interactive book!
- 45+ VR experiences!
- Includes VR viewer!

VIRTUAL REALITY ANIMAL ENCYCLOPEDIA

STYLE# 43423

AGES 4+

UNIT SIZE 11" X 9.4" X 1"

CASE PACK QTY 5

UPC 850054243423



8 50054 24342 3



VIRTUAL REALITY SPACE

Discover planets, stars, and other celestial bodies with Bill Nye in virtual reality!

- 68 page interactive book!
- 40+ VR and AR experiences!
- Includes VR viewer!

BILL NYE'S VIRTUAL REALITY SPACE

STYLE# 43119

AGES 4+

UNIT SIZE 11" X 9.4" X 1"

CASE PACK QTY 5

UPC 850054243119



8 50054 24311 9

*Smartphone not included.

SPRING 2026

25



DIG OUT!

BUILD!

EXPERIENCE!

DINO-DIG VR

Go back in time to the Age of Dinosaurs in virtual reality.

- 40 page booklet!
- 8 immersive VR experiences!
- Ride through a dino theme park, try to survive a *T. rex* chase, explore a dinosaur museum and more!
- Includes a hands-on 10" *T. rex* dig-out fossil set and VR goggles!

[WATCH DEMO!](#)



DINO-DIG VR
STYLE# 94611
AGE 8+
UNIT SIZE 9" X 12" X 6"
CASE PACK QTY 4
UPC 850009794611



SHARK LAB VR

Swim with sharks from the safety of home in stunning virtual reality.

- 40 page booklet!
- 9 immersive VR experiences!
- Dive with great white sharks, swim with whale sharks, take an underwater shark tour and more!
- Includes a hands-on 10" megalodon dig-out fossil and VR goggles!

[WATCH DEMO!](#)



SHARK LAB VR
STYLE# 94680
AGE 8+
UNIT SIZE 9" X 12" X 6"
CASE PACK QTY 4
UPC 850009794680



**STEAM
LAB VR**

VOLCANO LAB VR



Explore volcanoes around the world in stunning virtual reality.

- 40 page booklet!
- 7 immersive VR experiences!
- Fly over an erupting volcano, explore dormant volcanoes, discover the largest volcano in the solar system and more!
- Includes a hands-on volcano project and VR goggles!

WATCH DEMO!



VOLCANO LAB VR
STYLE# 94604
AGE 8+
UNIT SIZE 9" X 12" X 6"
CASE PACK QTY 4
UPC 850009794604



SOLAR SYSTEM VR

Journey through the solar system in immersive virtual reality.

- 40 page booklet!
- 10 immersive VR experiences!
- Blast off on a rocket, fly through the solar system, land on the Moon and more!
- Includes a hands-on mini planetarium kit and VR goggles!

WATCH DEMO!



SOLAR SYSTEM VR
STYLE# 94628
AGE 8+
UNIT SIZE 9" X 12" X 6"
CASE PACK QTY 4
UPC 850009794628



*Smartphone not included.

SPRING 2026

COLD CASE



Discover a totally immersive new way to experience murder mysteries.

- Examine crime scenes and look for clues in 360-degree virtual reality!
- Dive into the story and uncover the truth by reviewing witness statements, police reports, newspaper clippings, and more!
- Take the hunt into cyberspace and track the killer through social media and hack into accounts to gather evidence!

UP TO 3 HOURS OF
IMMERSIVE GAMEPLAY!

HACK CCTV CAMERAS
TO CRACK THE CASE!



EXAMINE 75+
PIECES OF EVIDENCE





THE CASE OF THE FATAL FOLLOWER



Hailey Rose was a bright and cheerful social influencer, but did she fall victim to one of her own followers, or was it a stalker? Or was it someone closer?

- 40+ documents and pieces of physical evidence!
- 20+ videos, including 11 in 360° virtual reality!
- Over a dozen websites to discover and explore!
- Premium gift set looks and feels like a real cold case!
- Includes VR goggles!

[WATCH DEMO!](#)



COLD CASE VR
CASE OF THE FATAL FOLLOWER

STYLE# 43102

AGE 14+

UNIT SIZE 11" X 14" X 4.5"

CASE PACK QTY 4

UPC 850054243102



8 50054 24310 2

THE CASE

In 2017, the body of VidView star Hailey Rose was tragically **found dead** near the river. The police spent years trying to piece it together, but they could never connect the dots and make an arrest. **The case has since gone cold**, but investigators are certain they've overlooked something and are asking for your help to **review the evidence** one last time. Is there something in the surveillance videos that the police missed? Are the statements consistent with the interrogations? The family needs closure. Can you help them **find the killer**?

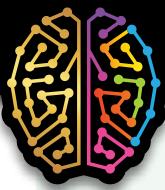
WHO KILLED HAILEY ROSE?



A VIRTUAL REALITY MURDER MYSTERY EXPERIENCE!

*Smartphone not included.

SPRING 2026



VIDEO DISPLAYERS



ABACUS BRANDS VIDEO DISPLAYER

Get a FREE Abacus Brands cardboard video displayer with qualifying purchase!

- Minimum order of \$1,100
- Choose any titles from the Bill Nye's, Professor Maxwell's, MasterChef, Penn & Teller or STEAM Lab ranges!
- For details on qualifying products, see pages 16–23 and 26–27.

STYLE# 43249

SHIPPING SIZE 62.6" X 21.46" X 3.54"

WEIGHT 19.44 lbs

UPC 850054243249



00850054243249



DK VIDEO DISPLAYER

Get a FREE DK cardboard video displayer with qualifying purchase!

- Minimum order of \$1,080
- Choose any of our Discovery Box Gift Sets featuring DK books!
- For details on qualifying products, see pages 8–13.



STYLE# 43256

SHIPPING SIZE 62.6" X 21.46" X 3.54"

WEIGHT 13.54 lbs

UPC 850054243256



00850054243256



PIXICADE VIDEO DISPLAYER

Get a FREE Pixicade cardboard video displayer with qualifying purchase!

- Minimum order of 2 case packs (16 pieces)
- Choose any titles from our Pixicade range! (see pages 6–7 and 14–15 for details)

STYLE# 43393

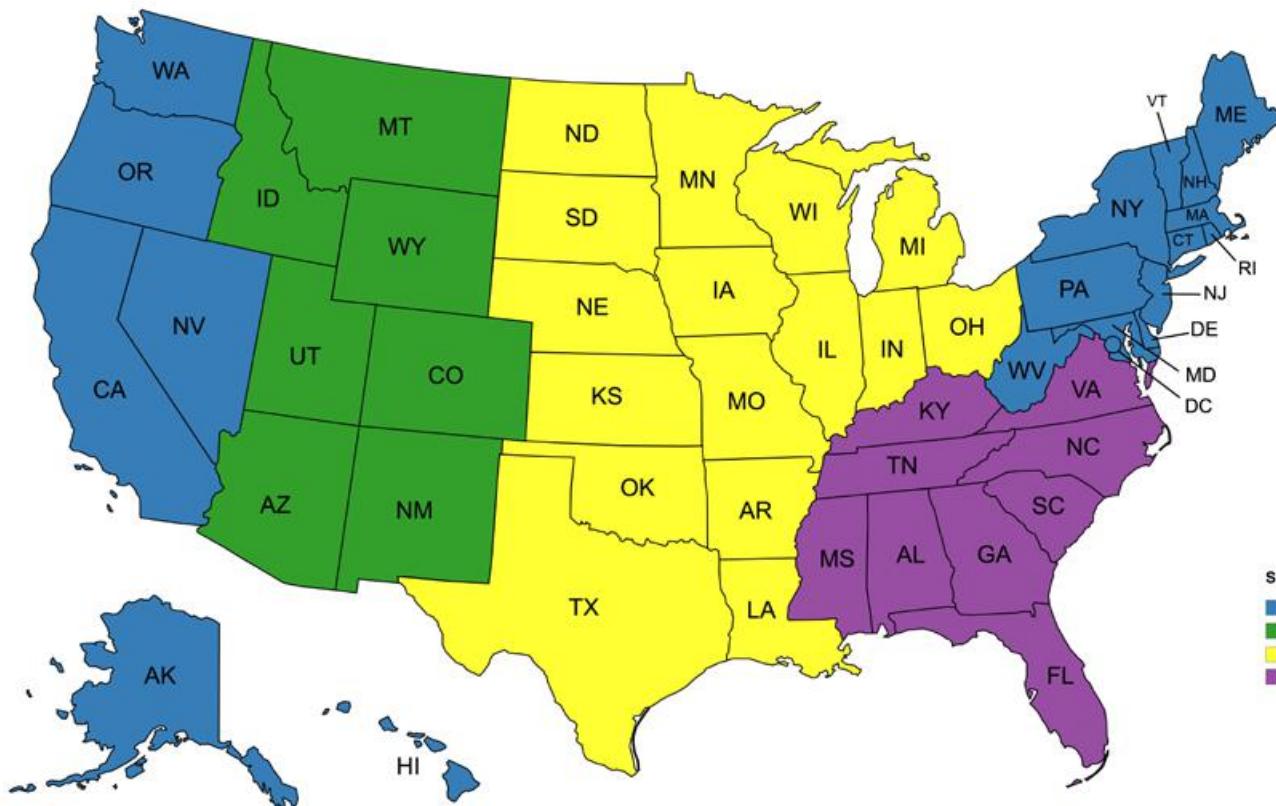
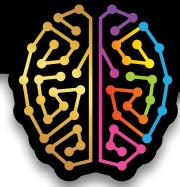
SHIPPING SIZE 23.03" X 22.32" X 2.05"

WEIGHT 39.55 lbs

UPC 850054243393



00850054243393



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SOUTHEAST

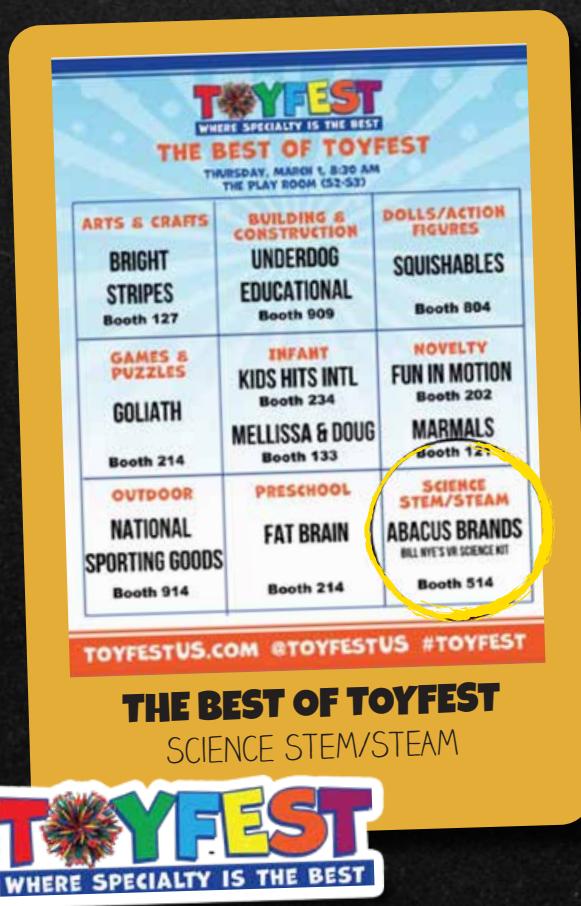
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PRESS & MEDIA





The 2021 Good Housekeeping Best Toy Awards

How We Test Toys for the 2021 Best Toy Awards

BEST TOY GOOD HOUSEKEEPING AWARDS

PlayStation VR is here! The new VR system, with motion-sensing cameras, lets you move around in VR worlds. It's a great way to play VR games, and it's also great for playing VR movies. It's a great way to play VR games, and it's also great for playing VR movies.

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the toy insider

2025 HOLIDAY GIFT GUIDE

VIRTUAL REALITY TRANSPORT!

PIXICADE

VIRTUAL REALITY ESPN

VIRTUAL REALITY Nye is pissed

engadget

Bill Nye is pissed

Bill Nye's VR SCIENCE KIT



September 11, 2023

VR DINOSAURS, OCEANS, & ANIMALS GIFT SETS

TOP STEAM 10
THE TOY INSIDER



INNOVATIVE ART & DESIGN VISUALS OF THE YEAR

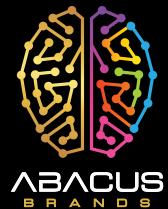
Abacus Brand's Steve Rad: Virtual Reality Human Body!

POP

MOST INNOVATIVE ART AND DESIGN VISUALS OF THE YEAR

TAGIE AWARDS 2024

POP




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5501 Balcones Drive, Suite A211, Austin, TX 78731
1228 Hamilton Street, Suite 200, Vancouver, BC V6B 6L2
(323) 522-9792
info@abacusbrands.com

