



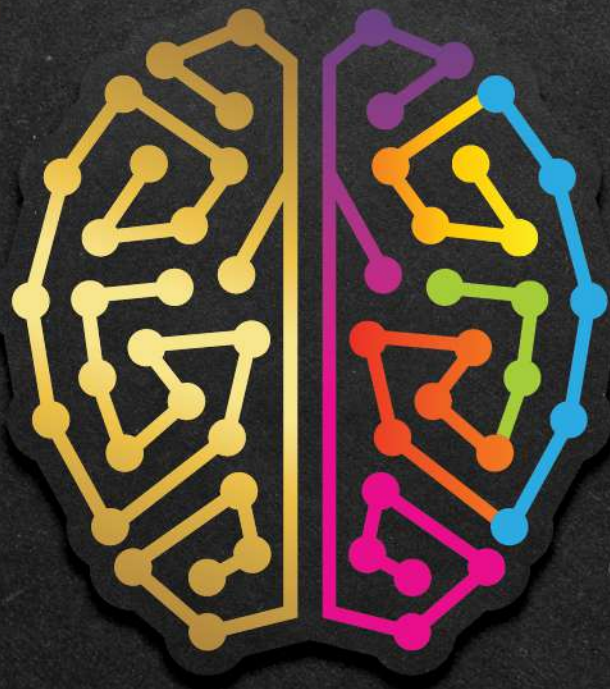
**PROFESSOR
MAXWELL'S**



BILL NYE



DK



**OTIS MAX
KID DETECTIVE**



**STEAM
LAB VR**

ABACUS BRANDS



**MasterChef
JUNIOR**

2024

CATALOG



**PENN &
TELLER**



**GOLD
CASE VR**

$$\Delta v = v_e \ln \left(\frac{m_i}{m_f} \right)$$





Abacus Brands curates powerful play experiences using immersive environments, authentic materials, and meaningful content. As a champion for children, we advocate for their unique perspectives and approaches to learning.

An education through entertainment company where learning is honored, play is valued, and lives are transformed by a love of learning through experience.

LEARN. PLAY. EXPERIENCE.





BILL NYE'S VR SCIENCE KIT

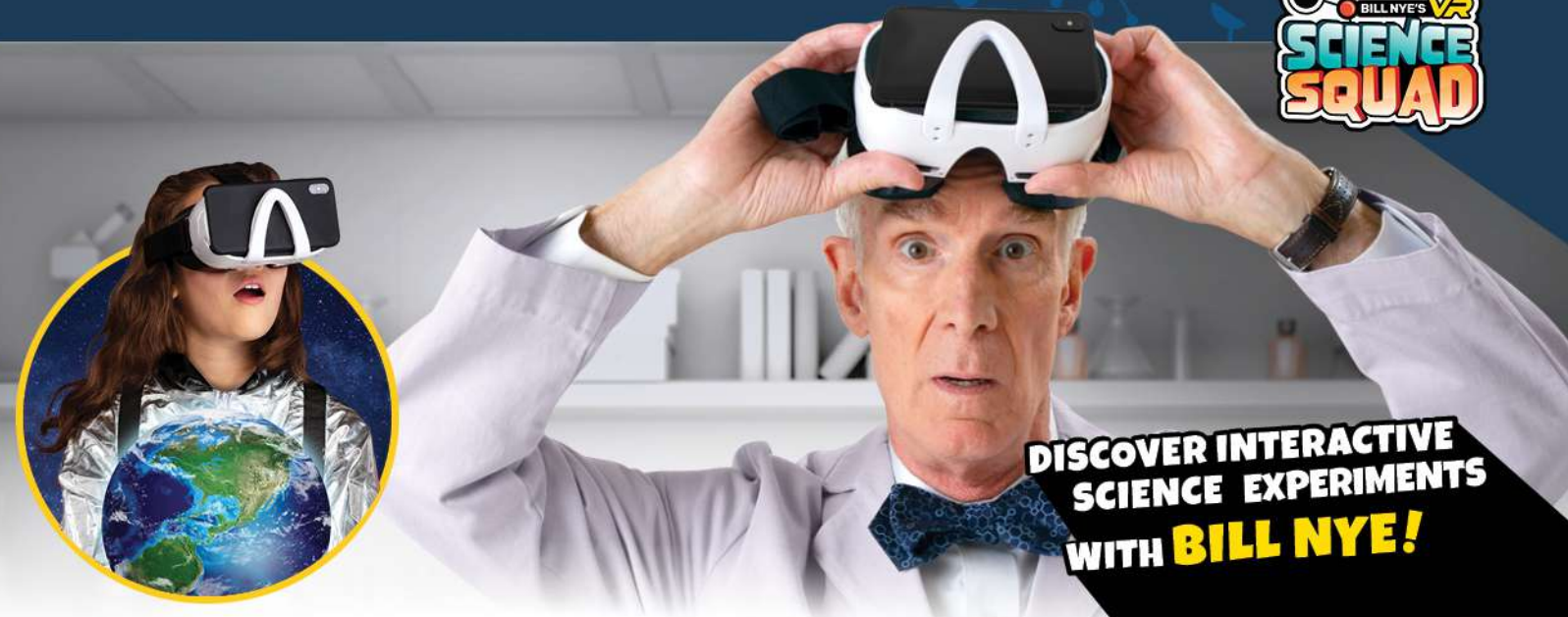
Step into Bill Nye's lab to explore chemical reactions and more in virtual reality!

50 PIECE SET
80 PAGE BOOK
30 EXPERIMENTS



BILL NYE'S VR SCIENCE KIT
STYLE# 94062
AGES 8+
UNIT SIZE 11" X 14" X 6"
CASE PACK QTY 3
UPC 850009794062

WATCH DEMO!



DISCOVER INTERACTIVE SCIENCE EXPERIMENTS WITH BILL NYE!



BILL NYE'S VR SPACE LAB

Climb aboard Bill Nye's spaceship to discover our galaxy and beyond in virtual reality!

30+ ACTIVITIES
85+ PIECE SET
96 PAGE BOOK



BILL NYE'S VR SPACE LAB
STYLE# 94123
AGES 8+
UNIT SIZE 11" X 14" X 6"
CASE PACK QTY 3
UPC 850009794123

WATCH DEMO!



BILL NYE'S BODY LAB VR

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 12 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!



BILL NYE'S ROCKET LAB VR

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 10 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!





**DISCOVER
EXTREME WEATHER
& NATURAL DISASTERS!**



**MIND-BLOWING
REACTIONS!**

**8 PROJECTS &
EXPERIMENTS!**



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

NEW

Venture into the most extreme weather on Earth with Bill Nye "The Science Guy!"

- Discover hurricanes, tornadoes, and other forms of extreme weather in virtual reality!
- Hands-on activities include measuring temperature, windspeed, and atmospheric pressure.
- Activity set includes a 40 page book and VR goggles!



LEARN!



PLAY!



EXPERIENCE!

**BILL NYE'S
XTREME WEATHER LAB VR**
STYLE# 94468
AGES 8+
UNIT SIZE 10" X 12" X 6"
CASE PACK QTY 4
UPC 850009794468

WATCH DEMO!



BILL NYE'S CHEM LAB VR
VIRTUAL REALITY ACTIVITY SET

NEW

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

- Learn about the properties of matter, chemical reactions, pH levels, and more with 10 immersive VR experiences!
- Get hands-on with your own chemistry set!
- Activity set includes a 40 page book and VR goggles!



EXPERIMENT!



EXPLORE!



EXPERIENCE!

**BILL NYE'S
CHEM LAB VR**
STYLE# 94420
AGES 8+
UNIT SIZE 10" X 12" X 6"
CASE PACK QTY 4
UPC 850009794420

WATCH DEMO!



PROFESSOR MAXWELL'S

NEW COUNTRIES!

NEW EXPERIENCES!

NEW ADVENTURES!

NEW EDITION

100+ PIECE SET!

INCLUDES DK BOOK

60 PIECE SET



PROFESSOR MAXWELL'S VR ATLAS
VIRTUAL REALITY WORLD TRAVEL & ACTIVITY SET

144 pg
INTERACTIVE WORLD ATLAS

Discover cities, countries, cultures, landmarks and more as we travel the world in virtual reality!

- 144 page interactive illustrated world atlas!
- 100+ piece set including VR goggles!

200+ VR & AR EXPERIENCES **15+ PROJECTS & ACTIVITIES**



BEST TOY 2021 GOOD HOUSEKEEPING AWARDS

TOP HOLIDAY TOYS 2023 TOY INSIDER WINNER

PROFESSOR MAXWELL'S™ VR ATLAS™
STYLE# 94772
AGES 8+
UNIT SIZE 11" X 14" X 6"
CASE PACK QTY 3
UPC 850009794772



PROFESSOR MAXWELL'S VR DINOSAURS

This virtual reality activity set includes an 80 page interactive dinosaur book from DK!

- Bonus 30 page project book with step-by-step instructions in augmented reality!
- 30+ hands-on projects and activities!



TOTY 2023 FINALIST

TOP HOLIDAY TOYS 2023 TOY INSIDER WINNER



PROFESSOR MAXWELL'S™ VR DINOSAURS™
STYLE# 94093
AGES 7+
UNIT SIZE 11" X 14" X 6"
CASE PACK QTY 3
UPC 850009794093





PROFESSOR MAXWELL'S VR SCIENCE LAB™

Grab your lab coat and beakers, and explore density, oxidation, and chemical reactions like never before.

TAGIE AWARDS FINALIST

- 148 VR&AR EXPERIENCES
- 25 SCIENCE PROJECTS
- 48 PIECE SET



64 PAGE BOOK



PROFESSOR MAXWELL'S™
VR SCIENCE LAB™
STYLE# 94017
AGES 8+
UNIT SIZE 11" X 14" X 6"
CASE PACK QTY 3
UPC 850009794017

WATCH DEMO!



PROFESSOR MAXWELL'S VR UNIVERSE™

Journey into space to explore our galaxy, planets, stars and beyond in virtual reality!

TOTY 2021
TOY OF THE YEAR AWARDS
FINALIST

- 80 PAGE BOOK
- 112 VR & AR EXPERIENCES
- 31 PROJECTS & ACTIVITIES

75 PIECE SET



PROFESSOR MAXWELL'S™
VR UNIVERSE™
STYLE# 94031
AGES 8+
UNIT SIZE 11" X 14" X 6"
CASE PACK QTY 3
UPC 850009794031

WATCH DEMO!



PROFESSOR MAXWELL'S VR JUNIOR CHEF™

Discover 24 delicious recipes while exploring the science behind food in virtual reality!

HOW DOES YEAST WORK?

WHAT IS GLUTEN?

- 24 RECIPES
- 176 VR&AR EXPERIENCES
- 25 PIECE SET



64 PAGE BOOK



PROFESSOR MAXWELL'S™
VR JUNIOR CHEF™
STYLE# 94000
AGES 8+
UNIT SIZE 11" X 14" X 6"
CASE PACK QTY 3
UPC 850009794000

WATCH DEMO!



PROFESSOR MAXWELL'S VR MAGIC™

Go on stage at the renowned Magic Castle in Los Angeles to discover magic in virtual reality!



- 34 TRICKS
- 186 VR & AR EXPERIENCES
- 80 PAGE BOOK

30 PIECE SET



PROFESSOR MAXWELL'S™
VR MAGIC™
STYLE# 94024
AGES 8+
UNIT SIZE 11" X 16" X 6"
CASE PACK QTY 3
UPC 850009794024

WATCH DEMO!





MasterChef JUNIOR VR
INTERACTIVE RECIPES • HANDS-ON COOKING

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!

FULL SIZE COOKING UTENSILS
21
PIECE SET

STEP INSIDE THE MASTERCHEF KITCHEN!

WHY DOES BREAD RISE? →



STEAM VR

DISCOVER FOOD SCIENCE!

WHERE DOES CHOCOLATE COME FROM? →

HOW DO TREES MAKE SYRUP? →



COOK AT HOME
30
DELICIOUS RECIPES!



MasterChef

MasterChef



MASTERCHEF JUNIOR VR
STYLE# 94079
AGES 8+
UNIT SIZE 11" X 14" X 6"
CASE PACK QTY 3
UPC 850009794079

WATCH DEMO!



NEW



PENN & TELLER MAGIC LAB VR

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!

PIECES	PAGES	TRICKS
75	50	28



- ★ LEARN MAGIC IN VIRTUAL REALITY!
- ★ STEP-BY-STEP INSTRUCTIONS!
- ★ DEVELOP CONFIDENCE & SOCIAL SKILLS!
- ★ MIND-BLOWING BEGINNER MAGIC!



MAGIC ISN'T ABOUT TRICKS...
 IT'S ABOUT **PRESENTATION SKILLS.**
 IT'S ABOUT **PUBLIC SPEAKING**
 AND DEVELOPING **SELF-CONFIDENCE.**
 MAGIC IS ABOUT ENABLING **CREATIVITY**
 THROUGH **STORYTELLING.**
 IT'S ABOUT STEPPING OUT OF YOUR **COMFORT ZONE**
 TO DISCOVER HOW FAR YOU CAN **PUSH YOURSELF,**
 MAKING ADJUSTMENTS THROUGH **TRIAL AND ERROR,**
 TO ONLY LEARN AFTER **FAILURE.**
 MAGIC IS ABOUT **SELF-AWARENESS**
 AND HOW PEOPLE **PERCEIVE YOU,**
 PUSHING YOU TO EITHER **DEFLECT**
 OR **EMBRACE** THAT ENERGY TO **CREATE A MOMENT.**
 MAGIC CAN **BREAK ANY ICE** TO FORM WARM CONNECTIONS
 AND TURN **SOCIAL ANXIETY** INTO AN
 OPPORTUNITY FOR LAUGHTER!
 MAGIC IS ABOUT CONVINCING OTHERS THAT
YOU ARE CAPABLE OF IMPRESSING THEM.
 BE IT A JOB INTERVIEW, OR FALLING IN LOVE,
 THESE ARE THE MOMENTS THAT DEFINE US.
 MAGIC IS ABOUT **IMPROVISING**
 AND **OVERCOMING OBSTACLES.**
 IT'S ABOUT **HAVING A BACKUP PLAN**
 WHEN THINGS DON'T GO YOUR WAY.
 MAGIC IS ABOUT **EXCEEDING THE EXPECTATIONS**
 OF OTHERS TO **PRESENT AN IDEA**
 AND **ACHIEVE THE IMPOSSIBLE.**
THAT'S WHAT MAGIC IS ABOUT.

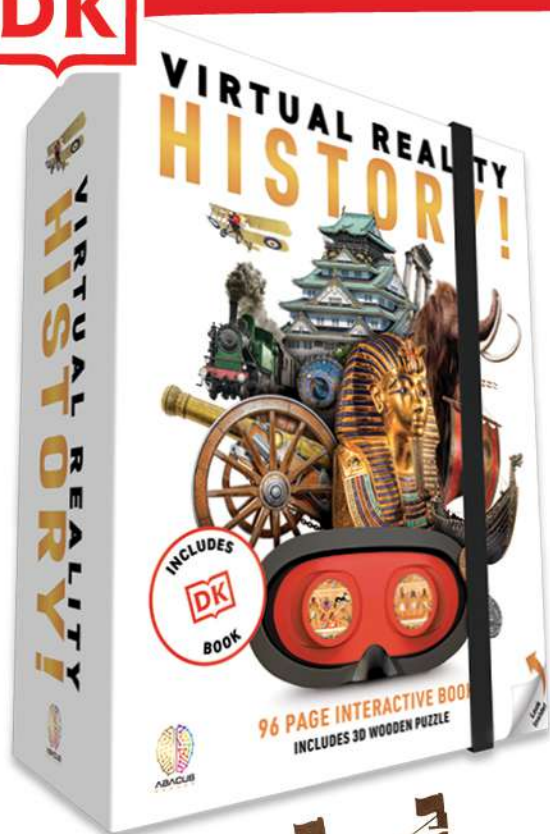


LEARN MAGIC IN THE PENN & TELLER THEATER!

PENN & TELLER™
 MAGIC LAB VR
 STYLE# 94550
 AGES 8+
 UNIT SIZE 11" X 14" X 5.5"
 CASE PACK QTY 3
 UPC 850009794550

WATCH DEMO!





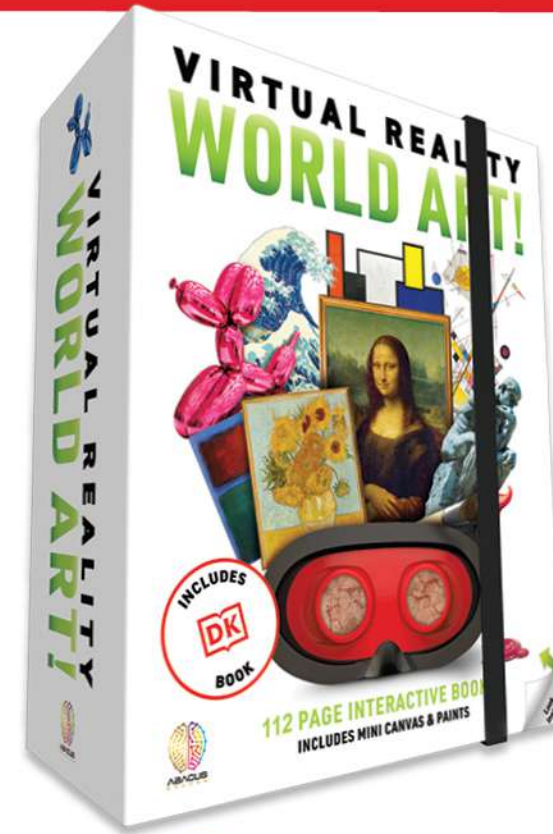
VIRTUAL REALITY HISTORY! **NEW**

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!



INCLUDES 3D WOODEN PUZZLE



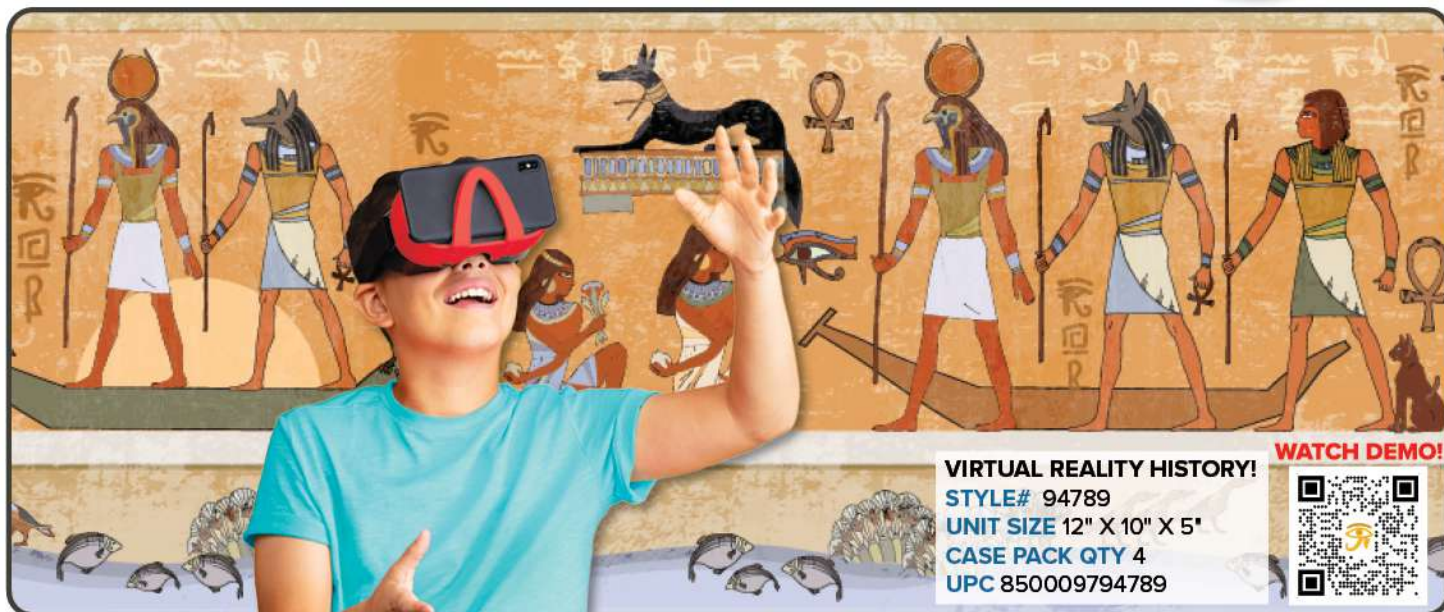
VIRTUAL REALITY WORLD ART! **NEW**

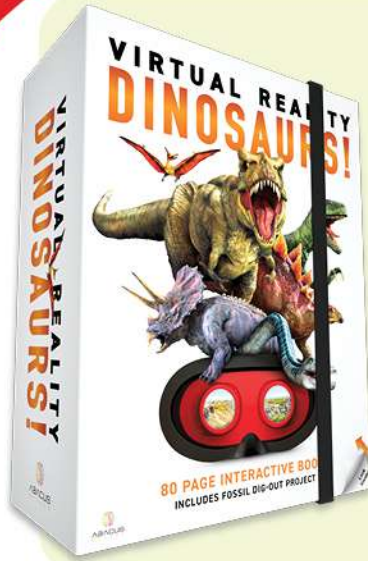
Step inside and immerse yourself into the works of art that shaped our world!

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



INCLUDES MINI CANVAS & PAINTS





VIRTUAL REALITY DINOSAURS!

Come face-to-face with dinosaurs in stunning virtual reality.

- 80 page DK book!
- 20+ VR experiences!
- Includes 10" *T. rex* dig-out fossil and VR goggles!



VIRTUAL REALITY DINOSAURS!
STYLE# 94291
UNIT SIZE 12" X 10" X 5"
CASE PACK QTY 4/5
UPC 850009794291



VIRTUAL REALITY HUMAN BODY!

Go inside the body to see how it all works like never before!

- 80 page DK book!
- 20+ VR experiences!
- Includes human anatomy model and VR goggles!



VIRTUAL REALITY HUMAN BODY!
STYLE# 94390
UNIT SIZE 12" X 10" X 5"
CASE PACK QTY 4/5
UPC 850009794390



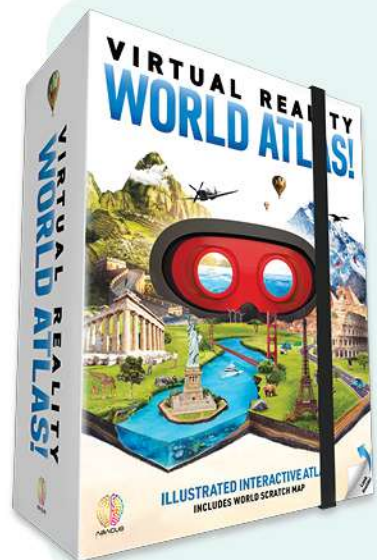
VIRTUAL REALITY ANIMALS!

Get up close to the most fascinating animals in the world in virtual reality.

- 96 page DK book!
- 45+ VR experiences!
- Includes a 5-piece animal scratch art kit and VR goggles!



VIRTUAL REALITY ANIMALS!
STYLE# 94475
UNIT SIZE 12" X 10" X 5"
CASE PACK QTY 4/5
UPC 850009794475



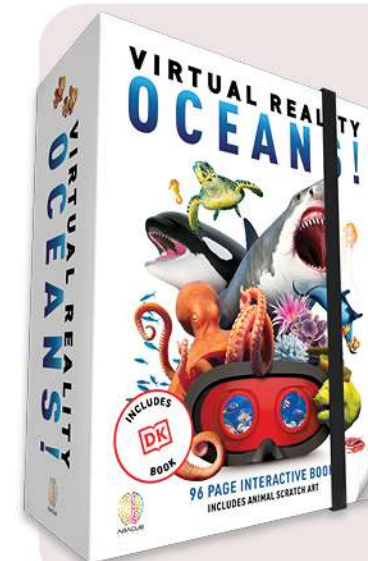
VIRTUAL REALITY WORLD ATLAS!

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

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



VIRTUAL REALITY WORLD ATLAS!
STYLE# 94345
UNIT SIZE 12" X 10" X 5"
CASE PACK QTY 4/5
UPC 850009794345



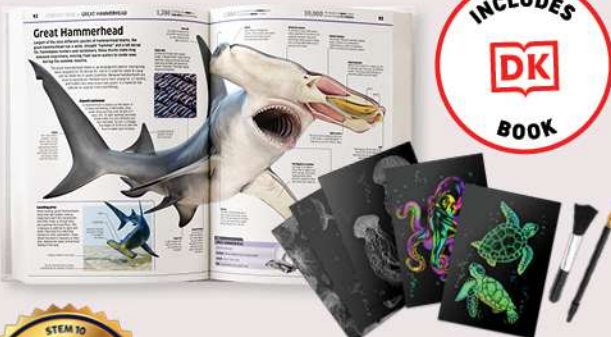
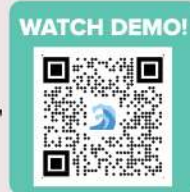
VIRTUAL REALITY OCEANS!

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

- 96 page DK book!
- 35+ VR experiences!
- Includes a 5-piece animal scratch art kit and VR goggles!



VIRTUAL REALITY OCEANS!
STYLE# 94567
UNIT SIZE 12" X 10" X 5"
CASE PACK QTY 4/5
UPC 850009794567



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!



VIRTUAL REALITY GALAXY!
STYLE# 94284
UNIT SIZE 12" X 10" X 5"
CASE PACK QTY 4/5
UPC 850009794284





WORLD WONDERS VR **NEW**

Explore the wonders of the world in stunning virtual reality.

- 40 page booklet!
- 10+ immersive VR experiences!
- Includes a pyramid dig-out project and VR goggles!



WORLD WONDERS VR WATCH DEMO!
 STYLE# 94161
 AGE 8+
 UNIT SIZE 9" X 12" X 6"
 CASE PACK QTY 4
 UPC 850009794161



SHARK LAB VR **NEW**

Explore and swim with sharks from the safety of home in stunning virtual reality.

- 40 page booklet!
- 10+ immersive VR experiences!
- Includes a 10" megalodon fossil and VR goggles!



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



DINO-DIG VR **NEW**

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

- 40 page booklet!
- 10+ immersive VR experiences!
- Includes a 10" T. rex fossil and VR goggles!



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



VOLCANO LAB VR **NEW**

Explore volcanoes around the world in stunning virtual reality.

- 40 page booklet!
- 10+ immersive VR experiences!
- Includes a volcano project and VR goggles!



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



SOLAR SYSTEM VR **NEW**

Journey through the solar system in immersive virtual reality.

- 40 page booklet!
- 10+ immersive VR experiences!
- Includes a mini planetarium kit and VR goggles!



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



COLD CASE

VR

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!
- Includes 50 piece evidence box with VR goggles!



GO INSIDE THE SURVEILLANCE IN VIRTUAL REALITY!

HACK CCTV CAMERAS TO CRACK THE CASE!

SIFT THROUGH PHYSICAL DOCUMENTS AND EVIDENCE TO UNCOVER CLUES!

DO NOT CROSS LINE DO NOT CROSS

POLICE LINE DO NOT CROSS

THE CORPORATE PARTY MASSACRE

NEW

COLD CASE # GW-917253 VICTIM: **GREG WILSON**
DEPT.: **HOMICIDE**

Greg Wilson was a business development manager that was slain during an office holiday party, but by whom, and why?



WATCH DEMO!

COLD CASE VR
STYLE# 43065
AGE 14+
UPC 850054243065



THE CASE OF THE FATAL FOLLOWER

NEW

COLD CASE # HD-711627 VICTIM: **HAILEY DAVIS**
DEPT.: **HOMICIDE**

Hailey Davis 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?



WATCH DEMO!

COLD CASE VR
STYLE# 43102
AGE 14+
UPC 850054243102



OTIS MAX
KID DETECTIVE

THE MYSTERY OF MOONLIGHT MANSION VR

**A VIRTUAL REALITY
DETECTIVE EXPERIENCE!**

NEW



Join your favorite kid detective, Otis Max, as we embark on the mysteries around Moonlight Mansion to examine clues, crack codes, and solve cases!

- 50 page interactive storybook!
- Solve dozens of kid friendly mysteries!
- Dust for fingerprints, use a UV light, crack codes, discover clues, and more!
- 36 piece detective toolkit including VR goggles!



**DETECTIVE TOOLKIT AND
CHOOSE YOUR OWN ADVENTURE STORYBOOK!**



36
PIECES

15
PROJECTS

50
PAGES

9
EXPERIENCES

THE MYSTERY OF
MOONLIGHT MANSION
STYLE# 43072
AGE 8-12
CASE PACK 3
UPC 850054243072

WATCH DEMO!



2-IN-1



**BILL NYE'S™
VR SPACE LAB + VR SCIENCE KIT**

Dive into space and science in this ultimate Bill Nye learning experience!

50+ PROJECTS **300+ AR & VR EXPERIENCES** **135 PIECE SET** **154 PAGE BOOK**



**BILL NYE'S™
VR SPACE LAB +
VR SCIENCE KIT**
STYLE# 94147
AGES 8+
UNIT SIZE 11" X 17.5" X 5.5"
CASE PACK QTY 3
UPC 850009794147



**2-IN-1
BUNDLE PACK**



**PROFESSOR MAXWELL'S™
VR SCIENCE LAB™ + VR UNIVERSE™**

Immerse yourself into science and space in this comprehensive learning experience!

50+ HANDS-ON EXPERIMENTS **148 PAGE BOOK** **125 PIECE SET** **256 VR & AR EXPERIENCES**



**PROFESSOR MAXWELL'S™
VR SCIENCE LAB™ +
VR UNIVERSE™**
STYLE# 94154
AGES 8+
UNIT SIZE 11" X 17.5" X 5.5"
CASE PACK QTY 3
UPC 850009794154



4-IN-1

**PROJECT LAB VR
4-IN-1 MEGA PACK**

Discover dinosaurs, visit volcanoes, travel through space, and explore crystal caves in virtual reality!

50+ PIECE SET **35+ EXPERIENCES**

**4-IN-1
MEGA PACK**



**PROJECT LAB VR
4-IN-1 MEGA PACK**
STYLE# 94406
AGES 8+
UNIT SIZE 9 X 13" X 5.7"
CASE PACK QTY 4
UPC 850009794406





BILL NYE'S VR SCIENCE LAB

NEW

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 in augmented reality!



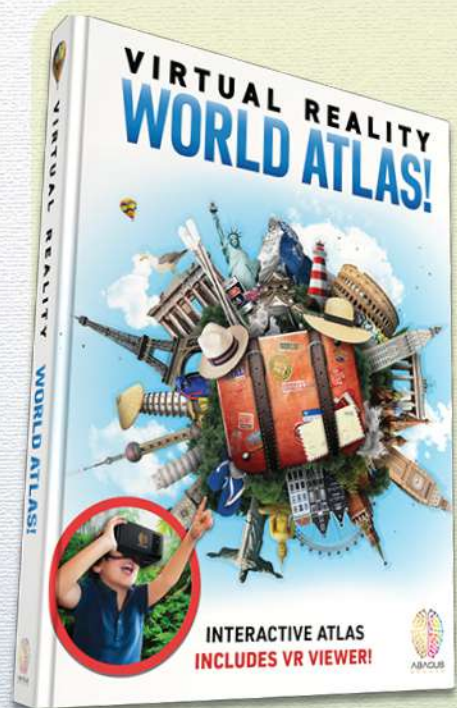
BILL NYE'S VR SCIENCE LAB
 STYLE# 94802
 AGES 4+
 UNIT SIZE 11.3" X 9.4"
 CASE PACK QTY 20
 UPC 850009794802



5 INCLUDES INTERACTIVE EXPERIMENTS



- BALLOON ROCKET**
- QUICK COMPASS**
- WALKING WATER**
- DANCING PAPER**
- VOLCANIC ERUPTION**



VIRTUAL REALITY WORLD ATLAS!

NEW

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 11.3" X 9.4"
 CASE PACK QTY 20
 UPC 850009794819



BILL NYE'S VR SCIENCE KIT

NEW

Explore science with Bill Nye in immersive virtual reality!

- 28 page interactive book!
- 30+ VR & AR experiences!
- 5 hands-on experiments with step-by-step instructions in augmented reality!
- 22 piece science kit including VR viewer!



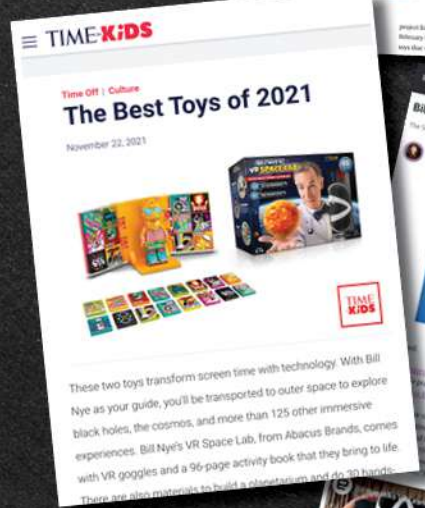
STUDENT EDITION



BILL NYE'S VR SCIENCE KIT
 STYLE# 94918
 AGES 6+
 UNIT SIZE 6.5" X 3" X 9.5"
 CASE PACK QTY 10/20
 UPC 850009794918



PRESS & MEDIA



TOYFEST
WHERE SPECIALTY IS THE BEST
THE BEST OF TOYFEST
THURSDAY, MARCH 1, 8:30 AM
THE PLAY ROOM (S3-S32)

ARTS & CRAFTS BRIGHT STRIPES Booth 127	BUILDING & CONSTRUCTION UNDERDOG EDUCATIONAL Booth 909	DOLLS/ACTION FIGURES SQUISHABLES Booth 804
GAMES & PUZZLES GOLIATH Booth 214	INFANT KIDS HITS INTL MELLISSA & DOUG Booth 133	NOVELTY FUN IN MOTION MARMALS Booth 127
OUTDOOR SPORTING GOODS Booth 914	PRESCHOOL FAT BRAIN Booth 214	SCIENCE STEM/STEAM ABACUS BRANDS BILL NYE'S VR SCIENCE KIT Booth 514

TOYFESTUS.COM @TOYFESTUS #TOYFEST
THE BEST OF TOYFEST
SCIENCE STEM/STEAM



INNOVATIVE ART & DESIGN VISUALS OF THE YEAR
Abacus Brand's Steve Rad: Virtual Reality Human Body!

PEOPLE OF PLAY POP
TAGIE AWARDS 2022 NOMINEE
MOST INNOVATIVE ART AND DESIGN VISUALS OF THE YEAR
TAGIE AWARDS 2022





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abacusbrands.com

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