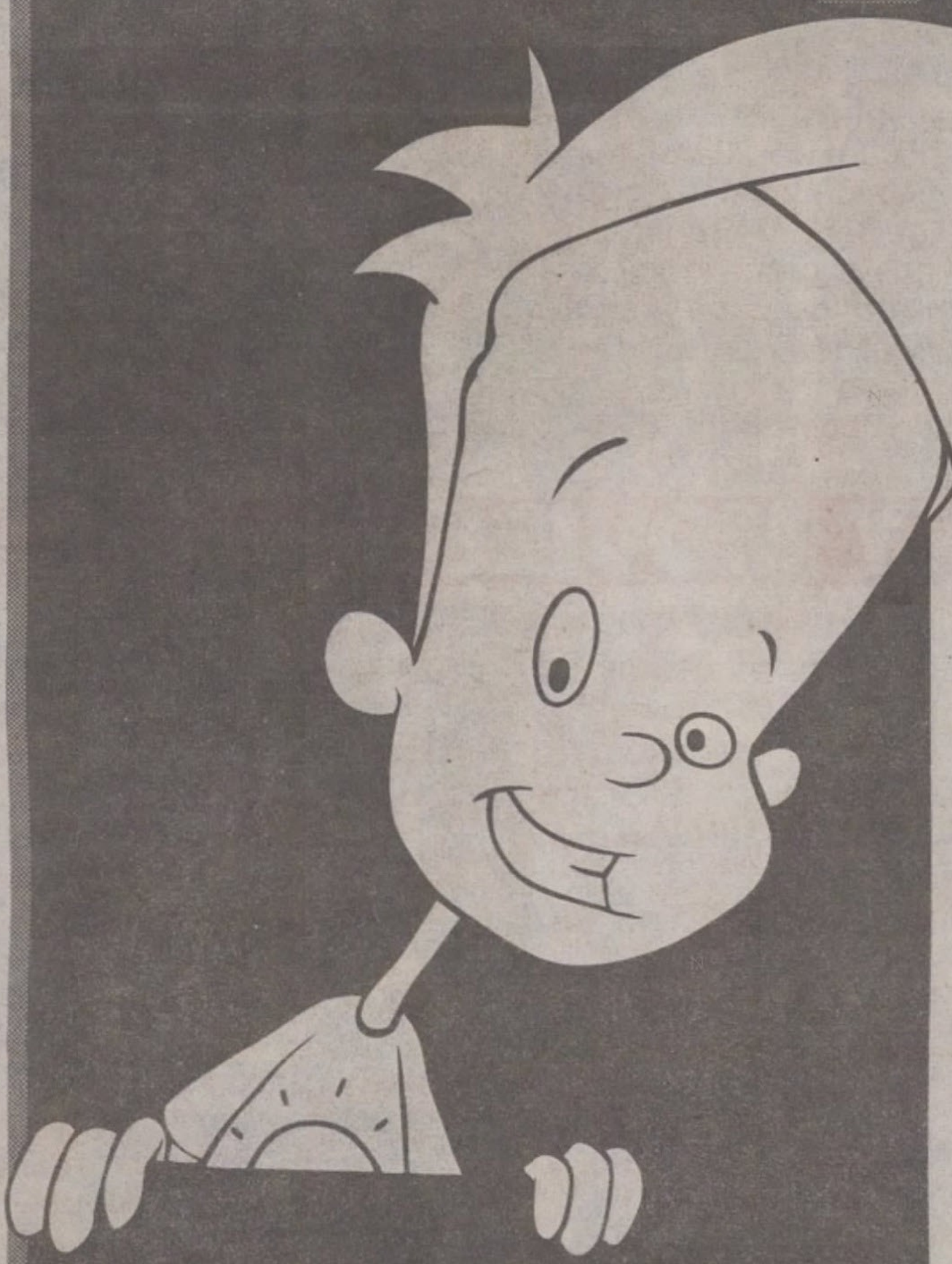
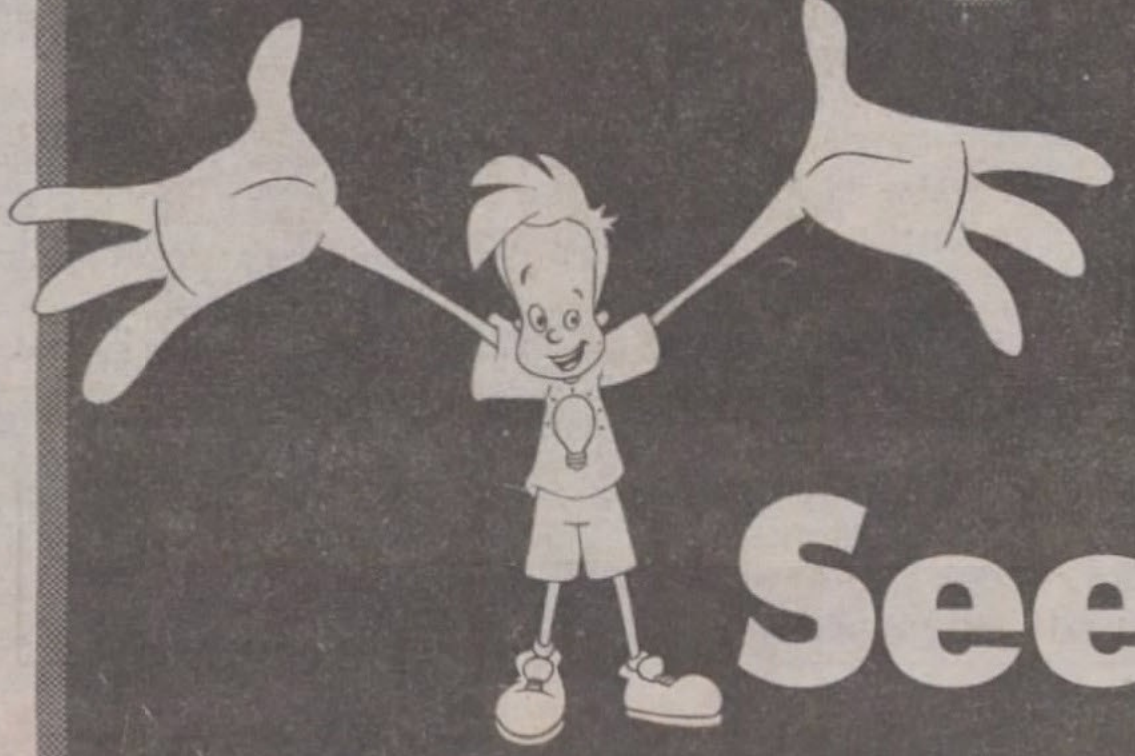


SEGA

WIN a computer for your school



PICO
the great
interactive
computer
that thinks
it's a toy!



WELL-ROUNDED education is the greatest gift any parent can give a child. And, as experts agree, it's never too early to encourage a youngster to get the learning habit - especially when learning is as much fun as play!

For that's exactly how kids react to Pico, the award-winning inter-active computer from Sega.

Pico is just what every school and nursery needs. Compact and robust, this revolutionary brightly coloured 16-bit lap-top is designed to look and play just like a toy.

And while they're playing, three to seven-year-old are introduced to the essential basics skills of reading, counting, spelling, and matching.

They can also draw, colour, make music and even animate their own cartoons using the special drawing pad.

And we have 100 fantastic Pico computers to be won! If

you think your child's school or nursery needs one of these amazing electronic learning aids (ELAs), simply enter our great £20,000 competition.

The unique Pico retails for £149.99 and every one we're giving away comes with Winnie the Pooh Storyware.

And we're also throwing in Disney's Lion King Storyware package worth £34.99 absolutely **FREE**.

What's more, we're offering all Nursery Professionals who don't win the chance to snap up a super Pico for just £99.99 - a fantastic £50 saving!

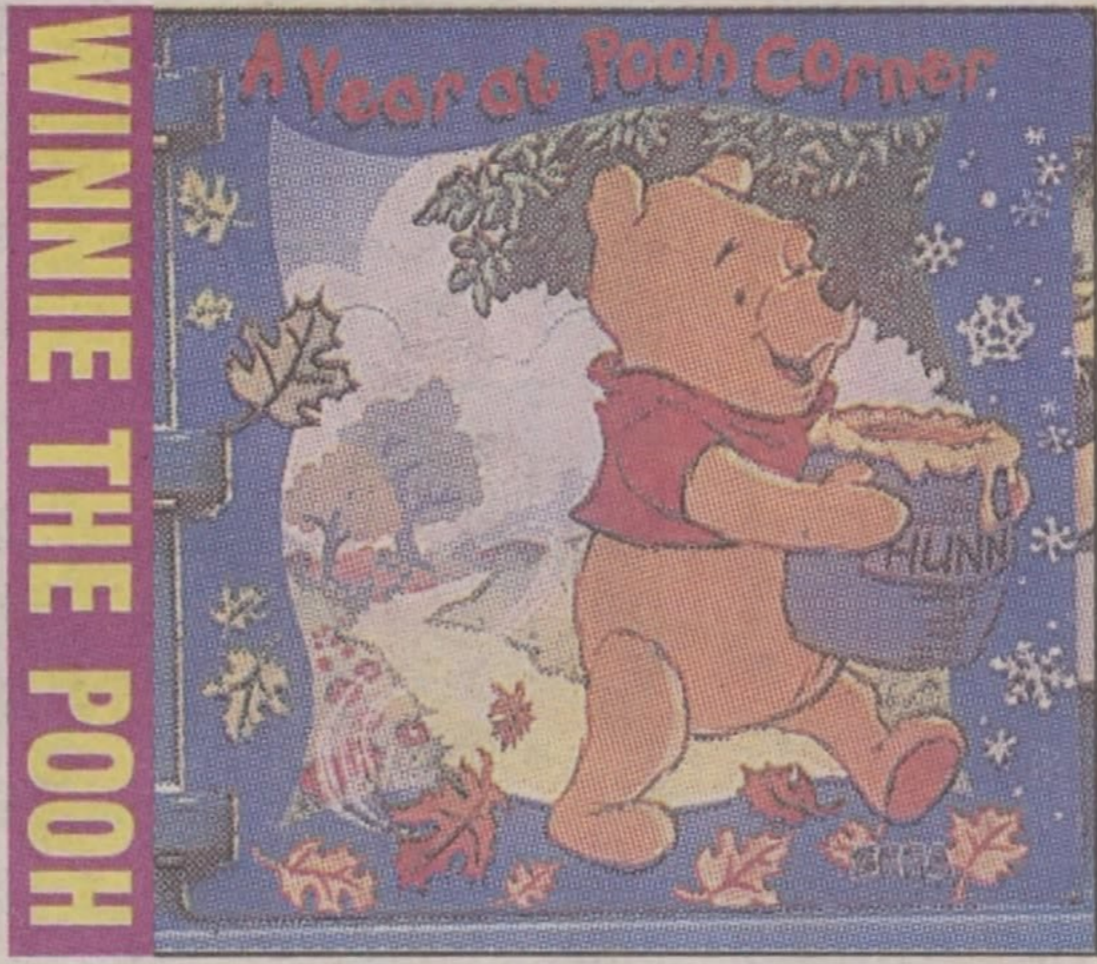
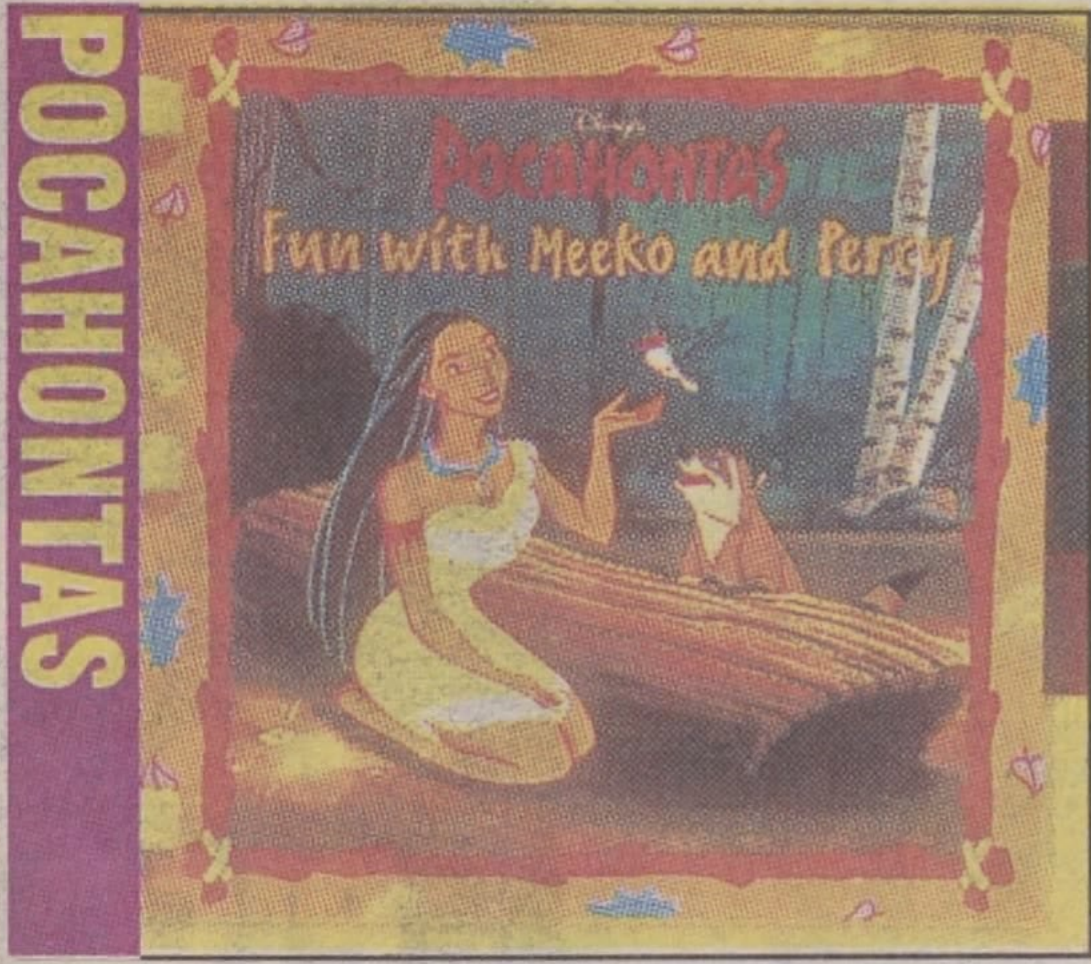
In our great Four Page Pull-out we will show you just what a great teacher and toy this electronic marvel is.

And just how you could win a Pico for your child's school or nursery.

So turn the page and dive into the mind-blowing world of Pico, courtesy of Sega and your ground-breaking *Daily Mirror*.

See inside for kids' and teachers' verdict

The Computer Th



EASY TO USE



THE Sega Pico is not just a revolutionary computer that kids think is a toy - it's also an award-winning learning aid that parents and teachers have showered with praise.

In the space of just a few months it's scooped Parents Magazine's Good Toy Award, the Right Start Petit Filous Award and Nursery World's best technological toy.

Katie Brady, a teacher and mother of three, is convinced the Pico has helped her kids. "It reinforces things such as letter and number recognition which they're being taught at school," she says.

"My son thinks it's a game, little realising that when he's playing he's practising what he's learnt at school.

"And it's certainly a lot more stimulating than sitting in front of a television. The more advanced games for older children teach you things such as how to balance an equation.

"Everyone I know is very impressed by Pico and I think it would really benefit a great many schools.

"For children with learning difficulties Pico can provide a context in which they are able to achieve small but significant goals in early learning - hand to eye co-ordination, letter recognition and exploring shapes and colours.

"It is very rewarding to see a child who is normally reluctant to put pen to paper happily pick up the magic pen and engage in a game of shape matching or simple arithmetic and find that it is fun rather than a chore."



1995 Parents & Good Toy Guide Awards
Connected to TV monitor for learning and play
Includes spelling, handwriting, and more
Nursery Equipment
Excellent play



THE fantastic Pico children's interactive computer has been hailed by parents and teachers as an educational revolution.

"It's the first of a new breed of educational toys that could help give today's children a big advantage over their predecessors," says

one American expert. However, it's all very well coming up with a toy that's approved by adults.

But what do youngsters themselves think of the Pico? After all, they're the ones it's designed for.

We quizzed two sisters, Bianca, seven, and Amber, four, to see what they thought of the new Pico computer.

The Winnie The Pooh Storyware was voted

tops with both girls. Amber liked a game which involved using a balloon to fly the bear into a hole in a tree to retrieve honey.

And Bianca fell in love with a module where Pooh characters pose a question, then drop blocks bearing multiple choice answers.

And their verdict on Pico? "It's brilliant," the girls said in unison, agreeing about some-

thing for probably the only time in their lives.

And teacher Katie Brady says: "I have no hesitation in recommending Pico.

"I've yet to meet somebody who wasn't impressed by the machine.

"I can't imagine life at home without the children's friendly Pico."

For once, Sega seem to have come up with something that is

KIDS GIVE THEIR

Does your child's nursery or school deserve its own PICO c

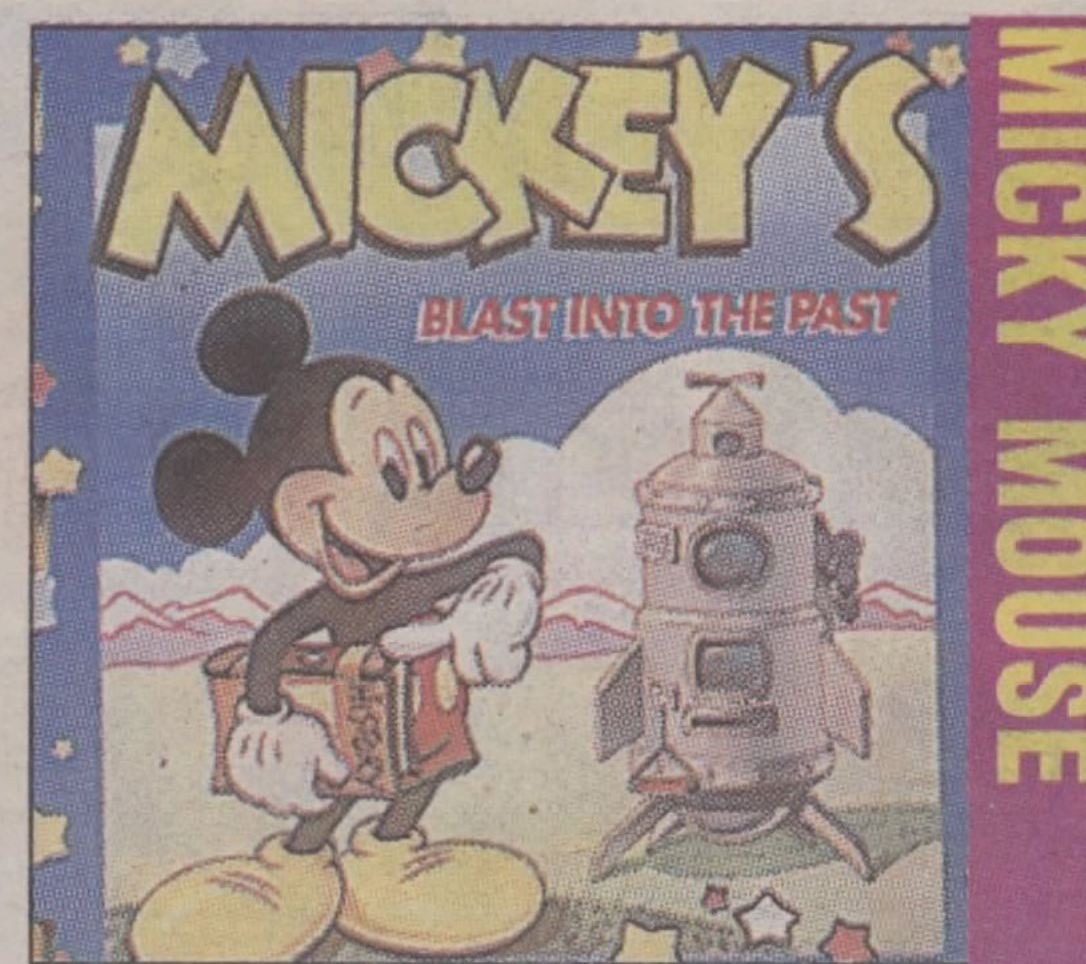
What Thinkers It's a Toy



HUCKLE & LOWLY



ECCO JUNIOR



MICKY MOUSE

It's play AND learn



THERE are lots of super Pico Storyware packages that are sure to keep kids happy for ages. Here's just a few of the titles available.

Ecco Jr

Children can learn to count pearls on the seabed with the dolphin star, Ecco, as well as identify creatures from the deep and compose their own underwater song.

Pocahontas

Join Meeko, Percy and Pocahontas for a fun-filled day. Games and puzzles include Picture Puzzle and The River Maze.

Richard Scarry's Huckle and Lowly's Busiest Day Ever

This great package follows the adventures of a cuddly cat and mouse on a great day out.

The package lets kids learn about colours at a Paint Store, play the Maze Game and even decorate Gingerbread cookies!

Mickey's Blast Into The Past

Join Mickey Mouse as he sets off on a voyage of discovery down Memory Lane, catching up with dinosaurs in the pre-

Have hours of fun with all your old favourites

historic world, meeting inventor Thomas Edison and learning all about time.

Professor Pico and the Paintbox Puzzle

Egghead Professor Pico is tops with tots because he's funny and wise, and knows all about the joys of colouring.

A Year At Pooh Corner

Meet Pooh and all his pals, including Tigger and Eeyore, in this exciting game that gives kids a head start in counting and spelling. This exciting Storyware comes with your Pico computer.

Tails & The Musicmaker

Superstar Sonic the Hedgehog's two-tailed sidekick, Tails, teaches kiddies all about making music.

Watch out for a surprise guest appearance from Sonic himself!



PICO wins awards

THE revolutionary Pico computer has scooped a string of awards since its launch last year.

Best Toy Award Petit Filous

"The Pico has outstanding graphics and is very easy to use," said the 100 kids and panel of judges who tested the laptop.

"We were also im-



pressed by the wide range of software available covering a variety of skills including reading and spelling."

1995 Parents & Good Toy Guide Awards

"Connected to a TV monitor, this learning aid gives access to activities including counting, spelling, drawing and painting," commented judges.

"There's scope for developing a host of



skills and separate add-ons extend its life. An excellent family buy."

Nursery Equipment

"It's colourful, robust, educational and fun. It represents excellent play value."

VERDICT

ually popular with is, parents and even chers.

ow that is revolution- and it's a revolution that's growing.

Nine out of ten young ple believe having a onal computer (PC) es them an advan- e over their pals, a y reveals.

Students say having C gives them greater nputer confidence and kes homework fun.

●A staggering one in two youngsters have used a computer by the time they're five.

●Nearly one in three computers sold in the US is for educational use - compared to a lowly three per cent in Britain.

●But things are changing and experts predict that sales of computers for educational use in the UK are set to explode.

