

= Sega Pico =

The Sega Pico , also known as Kids Computer Pico (?????????? ? ?? , Kizzu Konpy?t? Piko) , is an educational video game console by Sega . Marketed as " edutainment " , the main focus of the Pico was educational video games for children between 3 and 7 years old . The Pico was released in 1993 in Japan and 1994 in North America and Europe , and later reached China . It was later succeeded by the Advanced Pico Beena , which was released in Japan in 2005 . Though the Pico was sold continuously in Japan through the release of the Beena , in North America and Europe the Pico was less successful and was discontinued in early 1998 , later being rereleased by Majesco . Releases for the Pico were focused on education for children and included titles supported by licensed franchised animated characters , including Disney and Sega 's own Sonic the Hedgehog series . Overall , Sega claims sales of 3 @. @ 4 million Pico consoles and 11 @. @ 2 million game cartridges , and over 350 @, @ 000 Beena consoles and 800 @, @ 000 cartridges .

= = Design and software = =

Powered by the same hardware used in the Sega Genesis , the physical shape of the Pico was designed to appear similar to a laptop . Included in the Pico are a stylus called the " Magic Pen " and a pad to draw on . Controlling the games for the system is accomplished either by using the Magic Pen like a mouse or by pressing the directional buttons on the console . The Pico does not include its own screen or RF output , and instead must be connected to a monitor through a VCR in order to be played . Touching the pen to the pad would either allow drawing or animate a character on the screen .

Cartridges for the system were referred to as " Storyware " , and take the form of picture books with a cartridge slot on the bottom . The Pico changes the television display and the set of tasks for the player to accomplish each time a page is turned . Sound , including voices and music , also accompanied every page . Games for the Pico focused on education , including on subjects such as music , counting , spelling , reading , matching , and coloring . Titles included licensed animated characters from various franchises , such as Disney 's The Lion King : Adventures at Pride Rock and A Year at Pooh Corner . Sega also released titles including their mascot , Sonic the Hedgehog , including Sonic Gameworld and Tails and the Music Maker .

= = History = =

Released at a price of JP ¥ 13 @, @ 440 , the Pico was released in Japan in June 1993 . In North America , Sega unveiled the Pico at the 1994 American International Toy Fair , showcasing its drawing and display abilities . It was later released in North America in November 1994 , advertised before release at a price of approximately US \$ 160 but eventually released at US \$ 139 . " Storyware " cartridges sold for US \$ 39 @. @ 99 to US \$ 49 @. @ 99 . The Pico 's slogan was : " The computer that thinks it 's a toy . " After a lack of success , Sega discontinued the Pico in North America in early 1998 . Later , a remake of the Pico made by Majesco was released in North America in August 1999 at a price of US \$ 49 @. @ 99 , with Storyware selling at \$ 19 @. @ 99 . The Pico would later be released in China in 2002 , priced at CN ¥ 690 .

In 2000 , Sega claimed that the Pico had sold 2 @. @ 5 million units . As of April 2005 , Sega claims that 3 @. @ 4 million Pico consoles and 11 @. @ 2 million software cartridges had been sold worldwide . The Pico was recognized in 1995 by being listed on Dr. Toy 's 100 Best Products , as well as being listed in Child as one of the best computer games available . According to Joseph Szadkowski of The Washington Times , " Pico has enough power to be a serious learning aid that teaches counting , spelling , matching , problem solving , memory , logic , hand / eye coordination and important , basic computer skills . " Former Sega of America vice president of product development Joe Miller claims that he named his dog after the system because of his passion for the console . By contrast , Steven L. Kent claims that Sega of Japan CEO Hayao Nakayama watched the Pico " utterly fail " in North America . According to Warren Buckleitner of Children 's

Software Revenue , the Pico failed in North America due to a lack of credibility in the product .

= = Advanced Pico Beena = =

The Advanced Pico Beena , also known simply as Beena or BeenaLite , is an educational console system targeted at young children sold by Sega Toys , released in 2005 in Japan . It is the successor of the Pico , and marketed around the " learn while playing " concept . According to Sega Toys , the focus of the Advanced Pico Beena is on learning in a new social environment , and is listed as their upper @-@ end product . Topics listed as being educational focuses for the Beena include intellectual , moral , physical , dietary and safety education . The name of the console was chosen to sound like the first syllables of " Be Natural " .

Compared to the Pico , the Beena adds several functions . Beena can be played without a television , and supports multiplayer by a separately sold additional Magic Pen . The console also supports data saving . Play time can be limited by settings in the system . Some games for the Beena also offer adaptive difficulty , which becomes more difficult to play based on the skill level of the player . The Beena Lite , a cheaper version of the console , was released on July 17 , 2008 . At the time of its release , Sega estimated that 350 @,@ 000 Beena consoles had been sold , and 800 @,@ 000 game cartridges .