




the FUTURE is WILD™
A WIDESPREAD GLOBAL INTELLECTUAL PROPERTY

- TV-Broadcast
- Education
- Publishing
- Home Entertainment
- Visitor Attractions (Exhibitions & Theme Parks)
- Consumer Products, Online, Gaming
- Social Media, Mobile Apps
- Merchandising
- Live Shows
- Tape & Format Sales

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the FUTURE is WILD™



the **FUTURE** is WILD™

the **DOCUMENTARY** is WILD

the **PUBLISHING** is WILD

the **EDUCATION** is WILD

the **KIDS ENTERTAINMENT** is WILD

the **VISITOR ATTRACTIONS** are WILD

the **MERCHANDISING** is WILD

the **VISION** is WILD

WHAT IS THE FUTURE IS WILD?

The Future is Wild is a unique entertainment franchise which brings together and brands the future natural worlds.

How will the world look in 5 million, 100 million and 200 million years? Will it be hot or cold? And what kinds of fantastic creatures will be walking the Earth? These are the questions The Future is Wild sets out to answer, by involving the world's leading scientists in creating a fully animated vision of what we might find, if only we could travel forward in time. By blending good science with real imagination our team has created three very different worlds along the timeline; exotic places you are invited to explore through TV, publishing, education, theme parks, toys, games and movies.

An Award winning, ratings breaking (doubling previous best ever viewing figures for US channel Discovery Animal Planet) series, broadcasted by leading channels worldwide. DVD distribution is in over 30 countries and the programmes carried by 20 airlines. Combining live action and CGI, the series was produced by a team of leading natural history filmmakers, eminent scientists and an EMMY®-Award winning graphic facility.

THE FUTURE IS WILD™ is available in:

13 x 30 min Episodes

3 x 1 hr Episodes

Also available for all Digital Download and DVD rights.

Coming soon: Motion Picture

THE STORY SO FAR

Three titles already exist and are published in over 20 languages. "THE FUTURE IS WILD" is an adult and family reference book. It has sold more than 120k copies in Japan alone. "The Wild World of the Future" is a specially created children's book ideal for ages 6 to 11. A Manga strip cartoon series has been successfully released in Japan and published as a complete book edition for both Japan and Korea. Future publishing will include books based upon the children's entertainment series, the next generation of documentaries, education, movie tie-ins and a major reference Encyclopaedia of the Future.

THE FUTURE IS WILD Education Division utilizes the unique qualities of these exciting resources for the education and inspiration of young people through both formal and informal educational experiences. The educational potential of THE FUTURE IS WILD™ is enormous. A successful series of trials with British schools and teaching organizations has inspired children to create their own future creatures and environments. One episode alone provides material to teach about human impact on the environment, survival, habitats, food chains, adaptation, climates and much more. We have been working with both primary and secondary schools where children create their own future worlds, plants and animals. Together with education specialists we have created classroom resources including charts and our first CD-ROM. These materials have been adapted for use in French schools to co-ordinate with THE FUTURE IS WILD™ ride at Futuroscope. Moreover, school programmes have been developed for colleges and universities as well as special programmes for museums and zoos.

"THE FUTURE IS WILD™ was such a success, more cross-curricular projects will be considered in other year groups."

DR. TIM WILLMOTT, CRYPT SCHOOL

Produced under licence by children's TV specialist Nelvana is a 26-part half hour animated adventure in which four kids and their pet squibbon travel through time to explore The Future is Wild's amazing environments and seriously weird inhabitants. Made in 3D digital animation, targeted at ages 6 to 12, the series first premiered in 2007 on US channel Discovery Kids and has lead to opportunities for merchandising and publishing worldwide.

THE FUTURE IS WILD™ IP has been very successful in the Exhibitions and Attractions Business with:

- Exciting life-size models of THE FUTURE IS WILD™ on display at various Shopping Malls

- World Wide Exhibitions including the Sydney Aquarium in 2010.

Merchandising covers the development, production and distribution of merchandising products based upon the FUTURE IS WILD™ brand. These include toys, games, premiums, apparel, school items, mobile downloads, etc. It is the largest potential revenue source for the company and follows the substantial entertainment exposure generated by long running edutaining exhibitions and successful entertainment units.

A wide range of toys appealing to all ages is being launched in France in 2008 to coincide with the Futuroscope ride and in Australia in 2010 in correlation with the FIW Exhibition at the Sydney Aquarium.

An amazing 3D Journey showing how animals have evolved over the next 5, 100 and 200 million years. Designed to be both entertaining and informative! Viewers of all ages will be amazed at this new 4D experience.

This major Travelling Exhibition guides the visitor through an unforgettable journey through time: **Destination Future – and the Future is Wild!**

1. Entertaining futuristic command centre, a truly hand-on experience focussing on all educative knowledges
2. Travel through the environments and habitats of the Land, the Water and the Air
3. Study the different time zone changes within the environmental modules
4. Certain groups of animals as sub-modules within the above modules