



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 PUBLISHING is WILD the EDUCATION is WILD

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

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 SCHOO

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

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

• World Wide Exhibitions including the Sydney Aquarium in 2010.

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

the KIDS ENTERTAINMENT is WILD the VISITOR ATTRACTIONS are WILD

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.

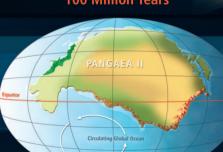
A wide range of toys appealing to all ages is being launched in France in 2008 to coincide with the Futuroscope ride and in Australia in 2010 in correlation with the FIW Exhibition at the Sydney

Merchandising covers the development, production and distribution of merchandising products based

the MERCHANDISING is WILD the VISION is WILD

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

An amazing 3D Journey showing how animals have



to use for the FUTURE IS WILD™ home



UTURE WORLDS COME TO LIFE Augmented Reality (or AR) is the use of live video imagery, which is digitally processed and sugmented" by the addition of interactive 3D raphic objects. Our technology partner brings this ground breaking new technology now ready

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

Wild World of the Future" is a specially created

children's book ideal for ages 6 to 11. A Manga

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

novie tie-ins and a major reference

clopaedia of the Future.

generation of documentaries, education,

more than 120k copies in Japan alone. "The

strip cartoon series has been successfully



documentary series on their in-flight entertainment systems. The thirteen half hour programmes help to keep children entertained and stimulated throughout the flight. New are a range of THE FUTURE IS WILD™ "Design a Creature" activity packs which include fact sheets, stickers, colouring pens and modeling clay.

 Award winning state of the Art Augmented Reality Ride and Exhibition at Futuroscope Parc in Poitiers France, now in the fourth year .



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