

# Freeformix



# THE SHOW

- **GORRILAZ** meets **GUITAR HERO** in an animated action adventure set in the near future.
- 40 x half hour series with spectacular 3D animation.
- Toonshaded with graphic/street look for 7-15 year olds.
- Music based show with 50 original tracks from worlds' leading producers.





- **Guest star music talent (UK—Justin from The Darkness, Jamelia, etc.) that can be localized by country.**
- **Multi-platform convergence concept with TV, Music, Gaming and Online experience.**
- **Created by Europe's leading animation houses - Cinnamon and Method.**



# MEDIA

- UK-Largest animated TV order made by BBC.
- Launched Jan 08 on BBC1 in “hot” Friday 4.30pm slot.
- Rated no 2 animated show on British TV.
- Trailered BBC Saturday evenings prime time to pull in older viewers.





- UK Website received 2.5M Hits/month after only 2 months on air.
- UK Record deal and UK DVD deals closed.
- International broadcast roll-out for 2009.



# THE CONCEPT

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- **Classic Battle of Good vs Evil ... with a difference!**
- **Music and sonic energy are the weapons in these battles.**
- **Set in LOS BOSMOS—an over-commercialized, bustling shiny metropolis.**
- **Comaco, Inc. (Los Bosmos's largest Corporation) has pacted with Vox, an evil Sonic Lord, for world domination.**
- **Comaco and Vox are supported by their musical henchmen – Theatrical Goth Rockers known as The Mantyz.**
- **Only Freefonix can stop them using the power of the 13th Note – a musical version of “The Force.”**
- **Episodes crescendo into a 2 minute music battle – “Soundclash” – taking place in the realm of the 13th note – an alternate reality.**
- **Bands use their lyrical and musical skills to overcome their opponents – a 13th note battle between good and evil.**



# BRAND VALUES

- Being true to yourself!
- Creativity, Self Expression, Music.
- Being in a band, Working together.
- Street style – not mega-corp.

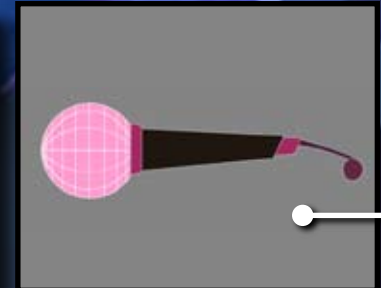
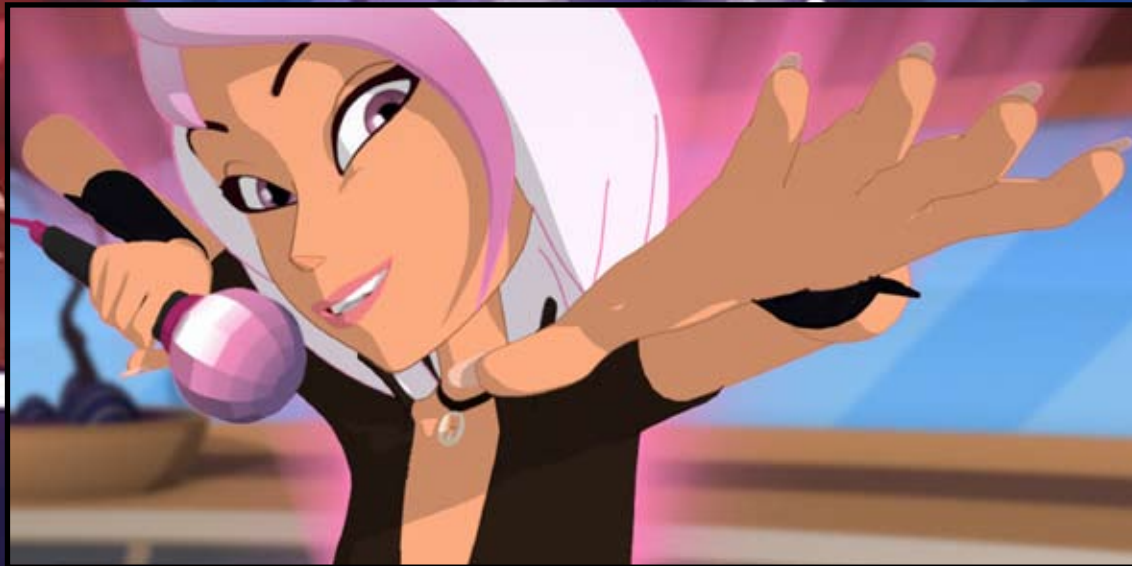


# THE GOOD GUYS



**FREEFONIX**

Sound – Black Eyed Peas meets No Doubt



**BB**

**Lead Vocals**

- Headstrong, Sassy, Chic, Style-setter.
- Voice is her instrument and her sonic power.
- Gwen Stefani/Pink meets Kim Possible.

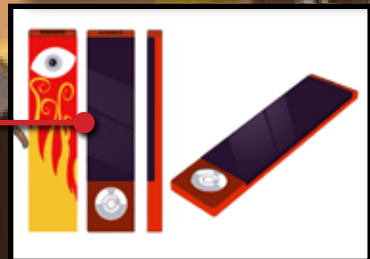
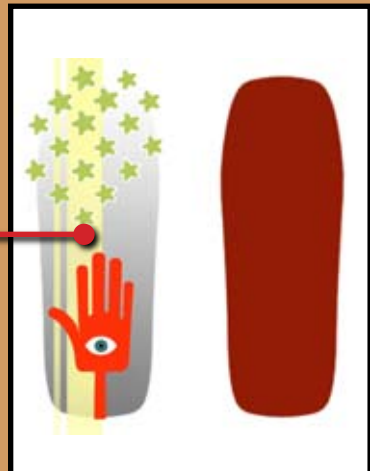
**ITEMS:**

Supersonafone Mic, B board, Handiphone

**33**



# THE GOOD GUYS



## FREEZBONE

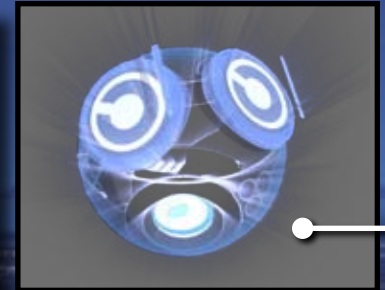
Guitar/Vocals

- Laid-back, Spiritual, Street-smart.
- In touch with the nature of things.
- Andre 3000 meets Zen Street-warrior.

ITEMS: Misty, B board, Handiphone

FREEZBONE

# THE GOOD GUYS



## MOSTART

Makes Beats and Sounds

- Techno dude with attitude.
- Suburbanite kid eager to prove himself.
- Invented Soundshaper to create incredible music that bends space and time.

ITEMS:

Soundshaper, G-Rida, Handiphone

# MOSTART



# THE BAD GUYS

**THE MANTYZ**

Sound - Pantomime Goth Rockers



## KURTZ

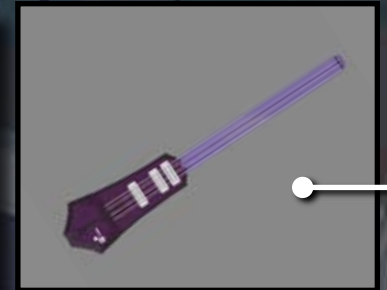
Vocals/Guitarist

- Self appointed leader of The Mantyz.
- Amazing guitar skills (particularly solos!).
- Theatrical, self-centered, arrogant and stupid.

ITEMS: Ax, Hov-chopper, Handiphone

**KURTZ**

# THE BAD GUYS



## LADY LUX

### Bass

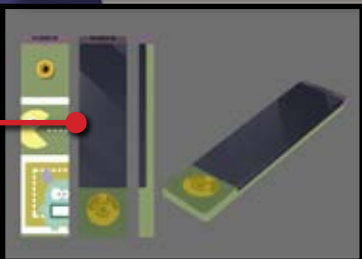
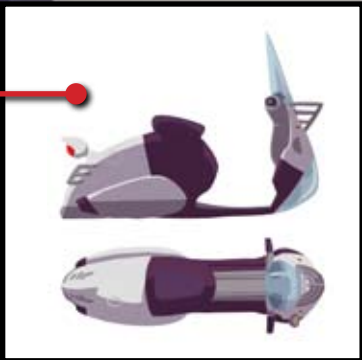
- Kurtz's mentally superior half sister.
- Deeply frustrated with Kurtz's stupidity.
- Wants the fame and fortune she was promised by Comaco.

ITEMS: Bass, Hov-chopper, Handiphone

# LADY LUX



# THE BAD GUYS



## HITT

Drums

- Loves to hit things repeatedly.
- Dumb –the ‘muscle’ of the group.

ITEMS: Psycho-Roaches,  
Kineti-kit, Hov-ped, Handiphone

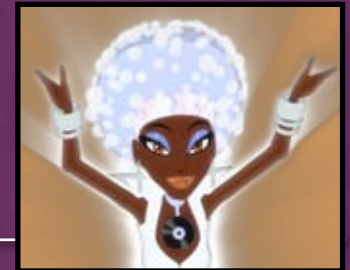
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# OTHER CHARACTERS



## SUGAR CHE

- Good Sonic Lord – Main Guardian of the 13th Note.
- Mentor and Funky Fairy Godmother to Freefonix.



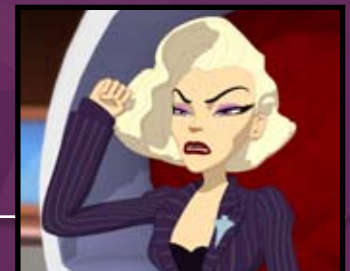
## VOX

- Evil Sonic Lord – was imprisoned by Sugar Che.
- Wanting to break free and bring chaos & disharmony to Los Bosmos.



## MYA DE ZYA

- CEO of Comaco Inc. – the ubiquitous mega-corp.
- Pacted with Vox to help him become free.
- Interested only in untold riches and power ... and luxury footwear.





# 13th NOTE POWERS

- Freefonix & The Mantyz have special abilities in the real world drawn from the power of the 13th Note – an ancient vibrational energy.
- Their musical instruments channel this mystical power that can bend minds and space when incredible musicians hit a tight groove together.
- Vox and Sugar Che are the ancient Sonic Lords of the Note (akin to an Angel/Demon role or Darth Vader/Obi Won).
- Each episode crescendos into a “Soundclash” – a 13th Note musical battle between good and evil – taking place in the realm of the 13th note – an alternate reality.



# PREPSIE VS. FREEWAVE

- PREPSIES believe that culture equals conformity.
- Prepsie music from KLONE or the PIPSY DEES tops the charts, again and again.
- Prepsies have different styles: Some wear Mystyle™, some wear Individua™, some wear Younique™.
- It's not that they're afraid of self-expression; they just don't know what it really is.







- Freewavers are the counter-culture, cutting edge movement that speaks to a kid's need for individuality and uniqueness.
- Freewavers live life to the limits and have as much fun in the most imaginative and original ways. They create music straight from their hearts.
- Freewavers never made a blip on Mya de Zya's sonar...until Freefonix (and Mya's discovery of the 13th note) came along.



# ELEMENTS

## TRAVEL — FREEWAVE STYLE

- B-boarding and Hov-choppers are how Freewavers get around town – avoiding the Comaco Monorail or Expensive Hov-cars preferred by Prespsies.



## FREEWAVE FASHIONS

- Fashion is a key part of the series and life for Freewavers.
- Many make their own fashions – either adapting Comaco brands beyond recognition or making their own from scratch.



## SONIC TAGS

- Images that can be created in the air out of Sonic Energy by users of the 13th note.
- Used throughout the series as a way to signal to Freewavers for help or just announcing a cool event or party.





# THE WORLD OF LOS BOSMOS

- ComaCo sells everything. Overseeing it all is MYA DE ZYA.
- ComaCo dictates fashion trends, new food crazes, the most popular video shows and must-have music. They dominate the airwaves convincing kids that if you didn't like BCD or Pipsy Dees or Klone – then you aren't one of the cool ones. You aren't a "Prepsie."



# LOCATIONS

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## THE O

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- Freezbone's home and the bands main hangout.
- Where Freefonix write their tunes & rehearse.
- Is the O in the Los Bosmos sign.



## THE BOUNCE

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- Music club and spiritual home of Freewave.
- Where Freefonix and other Freewave bands do gigs.
- Run by DJ Loose & MC Snugfitt.



## JAX SNAX

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- Pies & Fries bar in the Super-Mall.
- Where Freewavers and Prepsie's all go to eat.



# MORE VEHICLES & INSTRUMENTS

