



A SQUARED
ENTERTAINMENT

International

Presents

Thomas Edison's
Secret Lab
BIBLE



Where science is a BLAST!

In conjunction with The Edison Innovation Foundation

We have some exciting news!

We think kids everywhere should be excited about science. They should have fun doing experiments and understanding how science works in the everyday world.

And best of all...

We've found a special someone to inspire kids around the world. And that person just happens to be one of the greatest inventors of all time.

THOMAS EDISON

HE IS BACK WITH A NEW INVENTION FOR KIDS THAT
MAKES SCIENCE A BLAST!

Mr. EDISON: A LIVE VIRTUAL ADVISOR



Unbeknownst to the world, Thomas Edison had a secret lab in which he invented a virtual version of himself to guide and inspire future generations of young scientists.



The secret lab and Edison's virtual alter ego remained hidden until...

A 12 year-old prodigy named ANGIE TESTUBE cracked Edison's secret coded message that would lead the young scientist to his lab. After discovering Thomas Edison's Secret Lab, Angie formed a science club with her brother, JD, KENT, and NICKY. Their club was called S.T.E.A.M. POWER (Science. Technology. Engineering. Art. Math.) and they quickly moved into the Secret Lab where they installed an internet link to connect with kids all over the world!

With Edison's help, S.T.E.A.M. POWER is exploring the world of science around them and...

Having a blast doing it!

THOMAS EDISON'S SECRET LAB

is a revolutionary 21st Century approach to creatively engaging kids in science via...

- An animated TV series targeting an international audience 5-8 years old
- An online, interactive virtual lab
- Classroom curriculum
- Digital applications (online, mobile, gaming)
- Merchandise
- Science fairs
- Online competitions

... all inspired by Edison, the virtual embodiment of the most brilliant science teacher a kid could ever have!



SHOW TONE

A comedic concoction of wild science experiments and inventions combined with crazy characters who get caught up in amazing adventures while dealing with day-to-day realities that kids watching will relate to.

Thomas Edison's Secret Lab has a touch of Inspector Gadget is a blend of SciGirls, The Jetsons, Dragon Tales and Sid the Science Kid – and an abundance of Real Science that is organically interlaced throughout. We want to help kids of all cultures understand that invention goes hand in hand with the can-do spirit and positive entrepreneurship and we have a character who is all about that!

Our mission is to get our audience excited about science so we are featuring COOL SCIENCE. The Secret Lab has a robot, flying saucers, expando-spy-glasses that can bend around corners and spring loaded shoes that can send you twenty feet up into the air.

Thomas Edison's Secret Lab also highlights the wonderment of scientific wizardry when our characters – JD in particular – solve the problem at hand by using everyday materials in the field to show their scientific knowledge or demonstrate some scientific principle.

Our lead characters delight in explaining and exploring science – all while using it to help solve various problems that come up. Some of the science in *The Secret Lab* will be pulled from the front pages of today's newspapers. And we won't dumb this show down. We use real science in ways that kids don't get to see. With Edison as our expert - why would we settle for anything else?

Our show is also INSPIRATIONAL! Thomas Edison first explained that genius is 1% inspiration and 99% perspiration. This means that every kid watching will get the message that they have it within themselves to do great things. Edison was an optimist and a visionary; and this show is designed to spread those inspirational characteristics. There are also moments in our show where the characters reveal the fears and emotions that the kids watching share.

TRAILER

Click on the screen below to see the trailer!



You can also paste this link into your browser:

https://www.dropbox.com/s/9qa5sb9nczhfjaw/ThomasEdisonSecretLab_Promo.mp4



THE PREMISE

Thomas Edison has come back to inspire kids everywhere and help invent a better future!

Twelve-year-old Angie believes she was born to follow in the footsteps of her idol, Thomas Alva Edison. Science is in her DNA and she has always wanted to form a unique science club with her brother JD, and two other young science-minded buddies - Kent and Nicky. It would be a club that would experiment and design new inventions.

Hoping to be inspired, the four kids meet at Edison's historical estate. While discussing where their club could be located, Angie suddenly realizes that background birdcalls in the park are an unusual Morse Code message from none other than Thomas Edison!

Angie cracks the 75-year old code and, moments later, she, Kent, Nicky and JD plummet 250 feet down into a Secret Lab built in anticipation of this moment by Thomas Edison himself!

At the center of this combination futuristic and classic 19th Century lab, the kids discover Edison's greatest, most amazing secret invention – ALVA...!

ALVA is a whimsical assortment of gears, pulleys, transistors, glass tubing, and electrical synapses connected to Edison's massive film library. With unlimited access to Edison's imagery and scientific studies, ALVA instantly creates a talking-walking holographic image of Thomas Edison that's capable of serving as a scientific mentor for Angie, JD, Nicky and Kent.

ALVA cannot only create the holograph of a living-breathing Edison, it can transform The Secret Lab into a three-dimensional virtual reality environment that our young heroes can inhabit as they explore interesting scientific principles and facts.

For example:

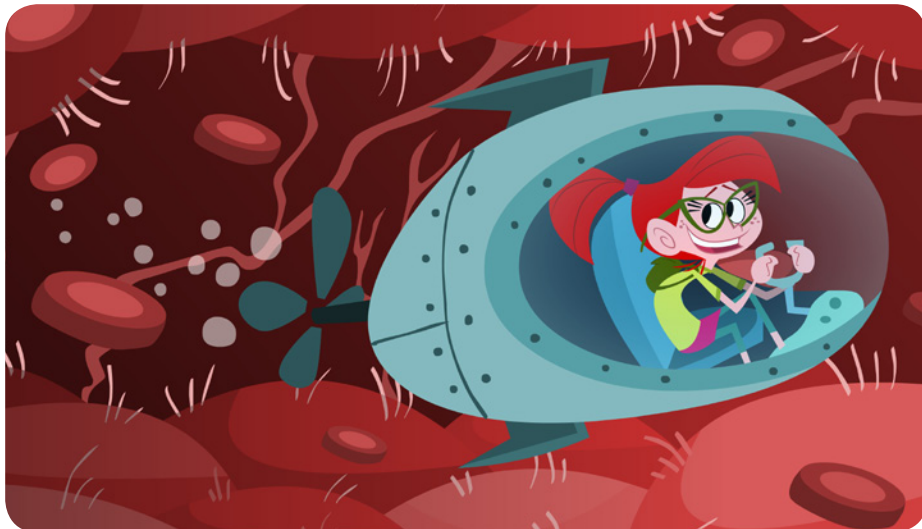
- The kids can visit Isaac Newton to understand his scientific principles behind gravity.

Thomas Edison's

Secret Lab

- Our young heroes are accidentally launched to the International Space Station where they not only help solve some immediate problems at hand, but get involved with some interesting space science experiments.
- With 60,000 miles of blood vessels in the human body, Angie, JD, Nicky and Kent have a "Fantastic Voyage" adventure of their own as they travel around inside the human body.
- The kids visit Galileo to better understand the science behind his new invention – the thermoscope (forerunner of the thermometer). And while JD fiddles with another of Galileo's laboratory equipment - the telescope – he spies trouble in a nearby castle and inadvertently gets himself and the rest of S.T.E.A.M. POWER involved!

So with ALVA's virtual reality projection system and guidance from a virtual Thomas Edison, there are no limits to how Angie, JD, Nicky & Kent can explore the boundless, fascinating world of science!





THE PROMISE

Thomas Edison's philosophy and love of science will connect to & inspire new generations of kids of all cultures.

We're reinventing intelligent entertainment for kids everywhere, with a brilliant icon treated with an upbeat creative, comedic approach that is designed to inspire kids to get into science.

We are creating TV Episodes and Webisodes featuring the same characters that will also demo the experiments we have in the online Virtual Lab.

The Virtual Lab area gives kids instant access to hands on experiments and experiences that enhance and connect with all components of the project.

Thomas Edison's Secret Lab is launched across the spectrum of Entertainment & Education - TV - Gaming - Lab - Play - Learning - Curriculum. In order to connect with kids our programming will be everywhere kids congregate.

While our stories are funny, heartfelt and smart, science is not an add-on in this series – science is at the centerpiece of all we do. Top scholars and hands-on teachers combine to provide us with a clear and effective educational approach that coincides with a national standards curriculum.

Thomas Edison is our guide; Angie and her friends are the aspirational surrogates for our viewers and players. They create the emotional connections with the audience that will make *The Secret Lab* synonymous with cool science. In the next three years A2 will roll out the foundation and components of a complete brand that smacks kids right in the brain and provides them with a smart, fun, exciting and challenging opportunity to start inventing a new world and future right now.

Thomas Edison's

Secret Lab

OUR CHARACTERS

AT A GLANCE



Mr. Edison



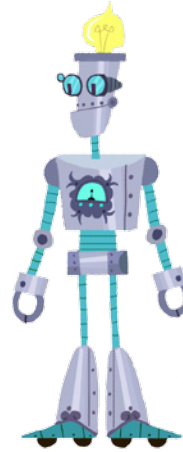
Angie



Kent



JD



Tobor



Chang

MR. EDISON – Historical icon. Virtual holograph version of the historic Thomas Edison who shares his wisdom via quotes and good-natured quips that inspire (not give) solutions.

ANGIE – Female, 12 years old. Edison's prodigy and brilliant leader of S.T.E.A.M. POWER (Science. Technology. Engineering. Art. Math.) who exemplifies Edison while finding order in chaos.

JD – Male, 11 years old. Angie's brother who is ever inventive and can cobble together scientific solutions to problems using only tools or items available using ordinary objects at hand.

KENT – Male, 12 years old. Meticulous and down-to-earth, Kent enjoys using science to improve life in practical ways. Also suffers from a range of humorous phobias.

NICKY – Female, 12 years old. She enjoys the exploration of science but comes across as self-important as she tries to impress everyone with her intelligence. But her haughty demeanor gives way to her enthusiastic participation with the other S.T.E.A.M. POWER members as they solve problems together.

Thomas Edison's **Secret Lab**

TOBOR – Male, 121 years old. Originally created by Edison, the 19th century robot Tobor (“robot” spelled backwards) is S.T.E.A.M. POWER’s mannered, mechanical assistant, enthusiastically ready to participate in any mangling experiment that the team has in mind.

VIRTUAL SECRET LAB MEMBERS:

SHEILA – Female, 12 years old. A Parisian pop culture fashionista who has an interest in chemistry.

CHANG – Male, 12 years old. A Shanghai based science enthusiast, computer geek and musician with an almost supernatural talent for using the Internet and social media.

RIO – Female, 12 years old. A South American physics prodigy with a grasp of all things theoretical and no clue about real life.



Thomas Edison's

Secret Lab

MR. EDISON - Virtual mentor who loves science and practical jokes.



Thomas Edison loved practical jokes, enjoyed every moment of his time in the lab and lived to inspire others to use science to do great things for society. The best attributes of Edison come to life as a holographic interactive mentor who guides our animated kids in the series and our real kids in *Thomas Edison's Secret Lab*.

ALVA, the holograph projecting apparatus that presents Mr. Edison as a Steampunk, Rube Goldberg-esque conglomeration of film reels, robotic arms, levers, listening devices, and lenses that project him as a B&W image with a unique, 19th century look.

RELATIONSHIP WITH ANGIE & S.T.E.A.M. POWER

Edison is like a second father to Angie, who he identifies as his rightful heir and the guardian of his knowledge. Edison is amusingly accepting of the eccentricities of our other characters. He has an innate calm that he exudes along with an ever-present twinkle in his eye.

EDISON'S ROLE

Edison is a guide and a mentor but he does not specifically solve any problems for the kids. Instead he offers principled advice and reminds them that with hard work and creative thinking they can accomplish almost anything.

Edison: "Everything comes to him who hustles while he waits."

ANGIE TESTTUBE - A thoughtful, meticulous brainiac with the same wild-eyed enthusiasm for science as Edison who prefers to methodically work "by the book" using established scientific procedures and equipment.



Twelve-year-old Angie is the buttoned-up founder of S.T.E.A.M. POWER who gravitates toward "pure" science and scientific method. Of the four teen leads, Angie is the most like Edison in her personality and approach to science. She knows everything about Edison, including how to use Morse Code and exudes the inventor's drive, unflinching focus and vision.

Angie is more intellectual and thoughtful than her brother, JD, or Kent and Nicky as she crafts equations and uses conventional lab equipment and mechanics. While JD haphazardly throws himself into using science to solve a problem, Angie prefers to be painstakingly patient and methodical.

She is inherently good, but capable of being completely oblivious to what other people are feeling. Compared to the other members of S.T.E.A.M. POWER, Angie provides a grounded emotional base but Angie has her own eccentricities when next to normal people, such as her parents. For example, she has the ability to shut out everything but her experiments, even when there are problems brewing all around her.

Angie is fearless when it comes to experiments, often unafraid of potential negative consequences. But she still has a little girl in her that can turn on and off in a heartbeat, going from daddy's little girl to a miniature attorney in two sentences. Angie uses Edison's quotes as the basis for much of her 12-year-old wisdom. Most of all, Angie is a leader who has the spirit that Edison admires and the others are inspired by.

Thomas Edison's

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JD TESTTUBE - Comically reckless and resourceful science geek who can assemble ordinary found objects as a scientific solution to a problem.



Angie's 11-year old brother is the most resourceful member of S.T.E.A.M. POWER. JD tries solving problems by creating simple inventions or demonstrating some scientific principles from everyday items found in the field. JD's proclivity for shooting from the hip as he throws together a few scientific principles (and pieces of junk found in the dumpster) exasperates Angie because she prefers a more orderly approach to scientific solutions.

JD carries an omnipresent backpack that acts much like the Bat Belt - almost anything can come out of it, from a ball of string to a dirt analysis kit to an anvil. JD never gets angry and is a great assist to Angie when they are trying to figure things out.

JD is a bit sloppy, as witnessed by his lab coat that is always spotted with sticky, stretchy patches of slime. He tends to be nonchalant about danger and assumes that they'll get out of any jam they are in. JD is a great comedic foil for us...

Edison: "That's the spirit, JD! As I always say, genius is 1% inspiration and 99% perspiration."

JD: "Then I'm going to need a ton of deodorant for this next problem!"

KENT UPTON - Comical, phobic member of S.T.E.A.M. POWER, who has only a passing understanding of science but is fascinated that S.T.E.A.M. POWER's science-based inventions can have practical, real world applications in every-day life.



Kent is a neurotic, high-strung member of S.T.E.A.M. POWER. While intellectual Angie gets irritated by JD's slapdash scientific method, Kent is sometimes almost paralyzed by JD's sloppy disregard for basic human hygiene and neatness.

Kent is a member of S.T.E.A.M. POWER because he feels science can be used in everyday life. He is a scientific novice, unfamiliar with all the scientific processes and concepts that Angie, JD and Nicky toss around so easily. In this way, Kent represents our viewing audience so when scientific principles or experiments are explained, it's natural for Kent to ask lots of questions – the same questions our viewers might be asking.

Kent is very sharp and periodically contributes ideas that pan out as S.T.E.A.M. POWER tries to solve a variety of problems and gets itself out of jams.

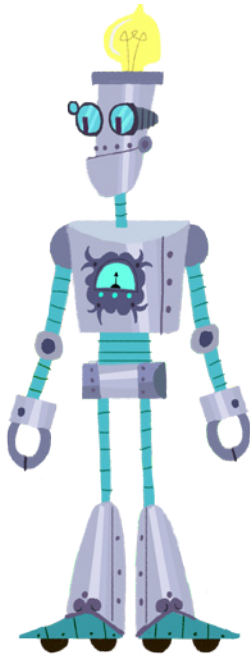
When Kent gets a good idea for applying a scientific principle or invention to everyday life, he eagerly makes it available to everyone else in the world (including our viewing audience) by posting it on S.T.E.A.M. POWER's Virtual Lab STORE.

A comical complication in every story is the fact that Kent is saddled with an array of comedic phobias. From hypochondria to claustrophobia to linonophobia, Kent has it.

Thomas Edison's

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TOBOR - Mechanical sidekick and loyal lab assistant whose main function is to provide comic relief and screw things up for S.T.E.A.M POWER.



Edison built Tobor in the 1800's and the S.T.E.A.M. POWER team readily adopts him into their club so work as their lab assistant. Among Tobor's regular duties is to be crushed, crashed, kicked and corroded all in the name of science. Through it all Tobor remains an affable C3PO-type, ever upbeat, ever positive and totally faithful to the S.T.E.A.M. POWER team.

Think of a crash test dummy, add a mannered British accent, a positively naive countenance, undying faith in his S.T.E.A.M. POWER buddies and incredible strength and you have Tobor.

NICKY EVANS - The swaggering member of S.T.E.A.M. POWER.

Nicky is a bit bigheaded as she considers herself a scientific genius. She is secretly jealous that Angie is leader of S.T.E.A.M. POWER and looks for any opportunity to show that she is superior – and hopefully supplant Angie. Fortunately our team of young scientists overlooks Nicky's constant bragging and convinces her to chillax and join in the fun of scientific discovery. By the end of each episode, Nicky cracks a smile and enjoys the day's fun scientific discovery.

SHEILA DUBOIS - Scientifica fashionista (virtual)

Sheila is a young French chemist living in Paris who joins in S.T.E.A.M. POWER's adventures via the Internet. She has a heart but it's buried beneath the trendiest fashions, perfumes and make-up on the market. She is as brilliant as she is blunt and fabulous. She puts the Pi in Pink.

Being attractive, Sheila plays with Kent's head. She is the only person, around whom Kent cannot put a coherent sentence together. Besides French, Sheila speaks several other languages, Morse code being one of them.

CHANG JIANG - Shanghai internet genius (virtual)



A resident of Shanghai, Chang is another virtual member of S.T.E.A.M. POWER who contributes by being a wiz when it comes to the Internet. He started ordering his own diapers online at the age of 8 months and didn't talk until the age of 5 because he considered it a distraction from learning the latest programming languages.

He has already graduated from high school and is currently pursuing doctorate degrees at Harvard, Beijing University and Cambridge, simultaneously in his spare time.

Chang loves exploring databases and creating theoretical thought experiments. He joined S.T.E.A.M. POWER because he has great respect for Edison whose Edison Effect Theory is an integral part of the development of computers. He tolerates Kent, Nicky and JD but has a true affection and respect for Angie.

RIO SILVA - Pure theoretical intellect (virtual)

Rio is the third web-based member of S.T.E.A.M. POWER. Her intellect and lack of grounding make her oblivious to any emotions. She is the only club member without a sense of humor and all innuendo needs to be explained to her. Like an analytical, female Einstein trapped in a kid's body, Rio sees people as a complex mass of molecules who talk too much and should be working on important scientific exploration!

She built her own particle accelerator on her 10th birthday and loves working on pure theoretical scientific problems and solutions.

MAIN LOCATIONS

THE GROUND LEVEL GREENHOUSE ABOVE THE LAB

EDISON'S UNDERGROUND SECRET LAB

Built 250 feet below the greenhouse at Edison's family estate in West Orange, New Jersey, The Secret Lab was Edison's here-to-fore unknown retreat. In it, he created numerous inventions, including ALVA, which were never perfected or released to society. These inventions inevitably have flaws that result in an inordinate amount of non-lethal crashes, explosions and mishaps that keep the show filled with physical comedy.

Flying saucers are in effect "Crashing" saucers in the lab. These fanciful inventions also give the show a cool steampunk meets The Jetsons feel. Almost anything is possible in the lab – as long as it's based on real-world science and inventions.

The lab is also filled with working prototypes of every significant invention that Edison ever patented. From his first incandescent light bulb to the original motion picture camera, Edison's inventions are all there for Angie, JD, Kent, and Nicky to examine and study.

Thomas Edison's Secret Lab

There is Edison's VIRTUAL LAB, created by ALVA, where our heroes can enter into any virtual reality setting.

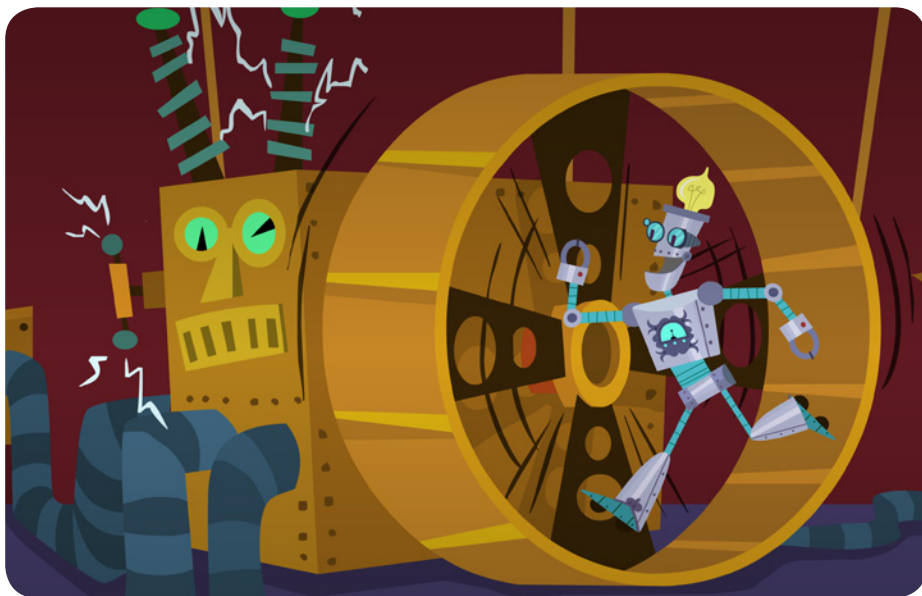
The Secret Lab also has a SUPPLY ROOM filled with anything S.T.E.A.M. POWER needs for their experiments. There are barrels of chemicals stacked high within a metal latticework that has mechanical arms that can slide along and retrieve any particular chemical needed, at a moment's notice.

The first thing that Angie, Kent, Nicky and JD do when they set up shop in The Secret Lab, is to connect it to the Internet and install large screens on each wall for local and international members to join in on.

THE VIRTUAL LAB

A special area inside the Secret Lab capable of demonstrating scientific experiments and principles that not only exists in the animated series but also online for the viewing audience. This Virtual Lab provides the virtual equipment and guidance for kids at home to perform virtual experiments of all kinds as well as learn and practice Morse Code.

In addition, The Virtual Lab provides links and tools for audience members to enter science fairs and other science competitions.



MAIN EPISODIC EXPERIMENTS

Every episode has a main experiment that ties into the success of that show's mission. It is either done in The Virtual Lab or in the field. When it is performed in the field, the kids often take an inventive approach when they use materials they find around them to create something. This improvisation helps show how science can be brought into day-to-day life for the viewers and also to illustrate how important imagination and creative thinking are to the process.

All of the main experiments highlighted in the animated series (those tied into National Science Education Standards) are posted online in the Virtual Lab, where kids in the viewing audience can replicate them.

MORSE CODE

Thomas Edison was a telegraph operator as a teenager and always loved Morse Code. In fact, he proposed to his second wife in Morse code and nicknamed their boy and girl - Dot and Dash. The Secret Lab will incorporate Morse Code whenever the kids need to secretly share a message.

In the Virtual Lab there is a Morse Code Generator and Translator that all the S.T.E.A.M. POWER members can use to send and translate messages.



NATIONAL SCIENCE EDUCATION STANDARDS

The show is being written with a parallel curriculum that will be available to schools, teachers & home school students. This curriculum is being tied to accepted National Science Education Standards and is being done in conjunction with a top scientific curriculum writer and PhD who will also be vetting all scientific facts in the show.

GLOBAL SCIENCE FAIR

Thomas Edison's Secret Lab will be aligned with a significant science fair and promote entries via the animated series and online Virtual Lab.

