

THE CARTUNES® BRAND



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CARTUNES®

THE WINNING COMBINATION

- Combine two of the world's most popular passions, cars and music.
- Add the best product licensed characters.
- Create original stories with new and licensed characters for multimedia exposure with kids TV programs, feature films, interactive web sites to books and ebooks etc.
- Include a proven collectible, the reliable traditional music box that is eco friendly by requiring no batteries. Connect this to the wheels of the car and it will play the tune correctly and move forward by itself after pulling it backwards to wind a spring and releasing or play the tune at the speed the car is pushed forward.
- Make the FDA approved bendable silicon rubber characters interchangeable and interactive with articulated heads and arms that can be posed. These detailed characters could also be produced with the ever popular bobble heads or animated by a connecting rod driven from the rear axle.
- Provide highly customizable car bodies with transparent colored sides so the mechanics can be seen for increased play and educational value.

THE RESULT: Thousands of possible variations that appeal to a much broader audience than any other toy cars. Besides children, this collectible with new versions every year would target fans of popular music, cars, product characters, public figures, sports teams, careers, places, animals etc.

POSSIBLE COMBINATIONS

- Original characters with popular public copyright free music, see later slides. These Fuzzy animals travel the world and beyond on adventures and then gather to tell FUZZY TALES™. The FUZZY TALES™ stories will be available in book form, app books for the iPad and other electronic book readers, online and with plans to do a children's TV series. These Fuzzy animals could then be licensed to other manufacturers.
- Use licensed characters and tunes such as from Disney™, Nickelodeon™, Looney Tunes™, Marvel™, My Little Pony™, Dora the Explorer™, and characters and music from the latest movie.
- Any musician, band or popular person or animal with a large fan base. Examples include the Beatles, Elvis, Michael Jackson, Shamu the killer whale etc. A jimmy Buffett car could be sold with a little palm tree, deck chair, a drink umbrella and a guitar.
- Collegiate and sports songs from around the world have already been made into music boxes and are ready to be produced with the associated team mascot.
- Popular and cultural tunes from every country.
- Popular car designs from movies, production vehicles and others.
- Career characters, think Barbie™ and cars that represent popular places.
- Premium incentives, for example Coca Cola™ and their polar bear and mass market fast food establishments with propriety characters or figures.

ACCESSORIES

Cars could be sold assembled or as a construction kit.

A line of accessories could be sold separately This could include:

Stickers

Replacement wheels

Image veneers

Bendable characters with legs

Characters as key chains

Characters as pencil erasers

Music boxes

Clear collector display boxes

Comics / coloring books / videos

Pat. Pending replacement wheel tires could include having graphics, letters, numerals or song lyrics molded into their surface so they can be run over an ink pad and then rolled on paper to print them.

Strengths and Advantages

- Unique patent pending brand tied to Hasbro's existing license agreements provides exclusive market opportunities.
- Broad opportunities for further licensing of in demand products, including popular characters, automotive designs, music, musicians and others and premium incentive opportunities.
- Multimedia including TV and movie ideas already in development.
- Sub-licensing opportunities of custom characters and stories. Use of the silicon rubber characters as made for the cars as pencil erasers, key chains, pendants etc.
- Broad market appeal to children and adults of both sexes. Special collector editions for fans of almost anything popular who would not otherwise have an interest in toy cars. Possibilities of custom cars for special occasions from weddings to tributes to popular public figures, a visit by the Pope to Royalty and celebrities.
- Evergreen sales.
- Relatively inexpensive with more features than existing cars in the same size and non R/C market.

TUNES AVAILABLE

DISNEY

Aladdin - A Whole New World

Snow White - Someday My Prince Will Come/Whistle While You Work/I'm Wishing/Heigh-Ho

Cinderella - A Dream Is a Wish Your Heart Makes/So This is Love

Peter Pan - You Can Fly

Pinocchio - When You Wish Upon a Star

It's A Small World

Beauty and the Beast - Theme

Fantasia - Sorcerers Apprentice

Song of the South - Zip A Dee-Doo-Dah

Mary Poppins - Chim Chim Cher-ee/Supercalifragilisticexpialidocious/Spoonful of Sugar/
and many more ...

MATTEL, SESAME STREET, NICKELODEON, OTHER TV SHOWS, HOLIDAYS, SPECIAL OCCASIONS, MOVIES AND MUSICALS, MUSIC GROUPS AND PERFORMERS, NURSERY RHYMES AND CHILDREN'S SONGS, CHRISTIAN, SPORTS TEAMS, MILITARY, TRAVEL SOUVENIERS, BRANDS, CARS, SOFT DRINKS, UNIVERSITIES, COLLEGES, NASCAR, NBA, NFL, OLYMPICS, INTERNATIONAL ORGANIZATIONS, STATES, COUNTRIES ETC.

Hundreds of production tunes listed at: <http://dreamgreen.org/toys/cartunes/music-list.html>

PROTOTYPE



- These are images of the first rapid prototype printed to test the parts for fit. The car body excluding the wheels measures 105mm long, 58mm wide and 40mm high. The transparent plastic could include glow in the dark, glitter, varying colors or other additives. Many other car body styles to come.
- Note recess for music box, hole for magnet.
- Note: A strong magnet holds this bolt firmly in place. The bolt is a placeholder for a car character, in this case possibly a smiling tooth brush head on a Crest Premium car.
- Note that the veneer is held in place by small cavities around the edge. It is inserted from the back.
- Behind the radiator grill a mini USB port & chip could be placed. When connected to a PC the song, music score, lyrics and FUZZY TALES™ would be heard and seen. It also could open a browser and link directly to a web site with its embedded ID number for prizes, special offers such as Disney discounts, downloads and replacement veneers etc.
- The radiator grill with our Parrot logo is a separate piece with asymmetrical fitting grooves that prohibits incorrect assembly or it can be the mini USB port cap.
- There is a small hole forward of the magnet for the steering wheel.

PROTOTYPE



- Edges overlap for easy assembly.
- There is a molded space on the back for a vanity plate and molded rear light positions.
- There are 2 small holes below the large magnet hole. These are for retaining the accessory such as the baggage in the Wedding car or the radar dish with the Alien car, see later images.
- There is a molded steering wheel inserted in a small hole in the car body. The steering wheel with it's molded fine threaded end could be produced in the same mold as the car body.
- The wheels are produced in 2 parts, the main wheel and the rubber tire. Notice the attachment groove. The rear wheel size and gear combination was calculated so the car moves forward approx. 16 inches to play the tune once. This was selected because the space available on store counters is slightly larger which allows the car to be easily demonstrated. It also is the approx. distance that a child will move their arm to wind up the mechanism.

PRICING

Dream Green in partnership with a major Chinese manufacturer have developed the working mechanism for the Cartunes vehicles. The car bodies were developed in house.

Our present capacity is 30 million units per year. To reduce material costs and increase production capacity the steel axles could be molded in plastic. This also eliminates the need for washers, reduces labor costs and prevents incorrect assembly of the rear drive axle and ratchet gear as they could be molded as a single integral unit. A molded axle could also include a small crank with a connecting rod to animate the character or an accessory when the car moves. The wheels could also be produced in plastic.

Estimated retail is between US\$9.95 and \$19.95. This depends on volume and also if licensed characters and tunes are used.

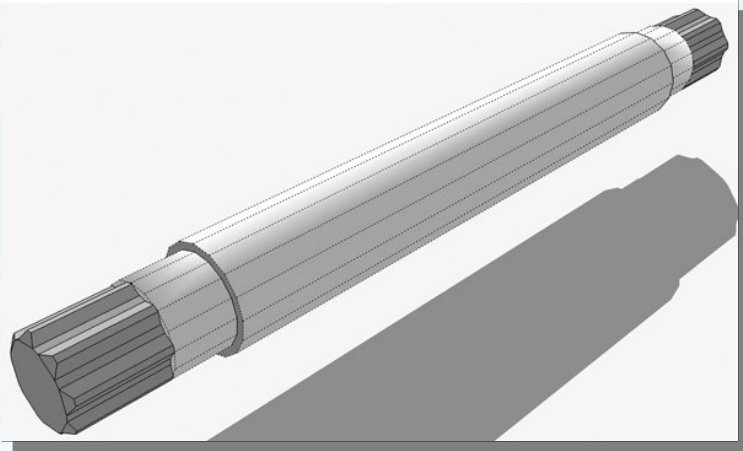


Prototype. No windup key is required as the spring is wound up by pulling the car in reverse.

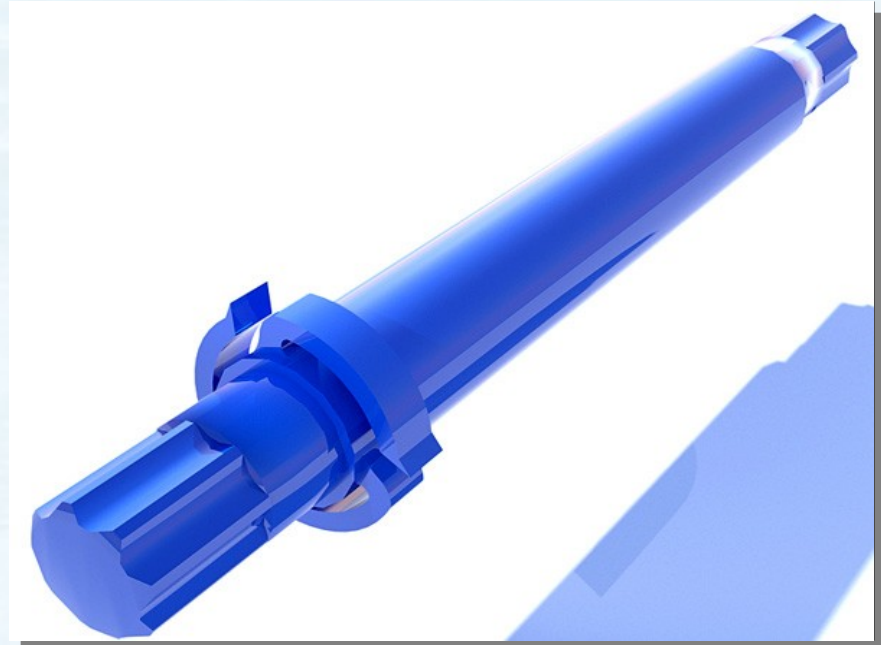
For video of the prototype car moving see:

<http://dreamgreen.org/toys/cartunes/introduction.html>

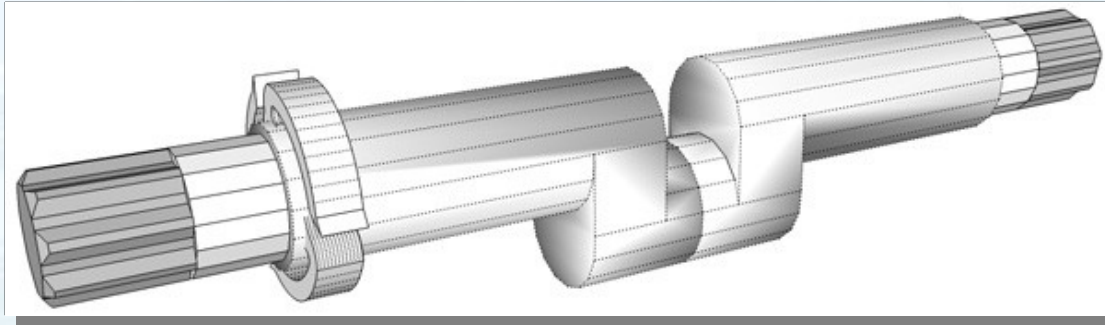
Axles



Front Axle



Molded rear drive axle with integral ratchet gear.



Molded rear drive axle with a crank for a connecting rod to drive the movement of the character or an accessory such as a radar dish.

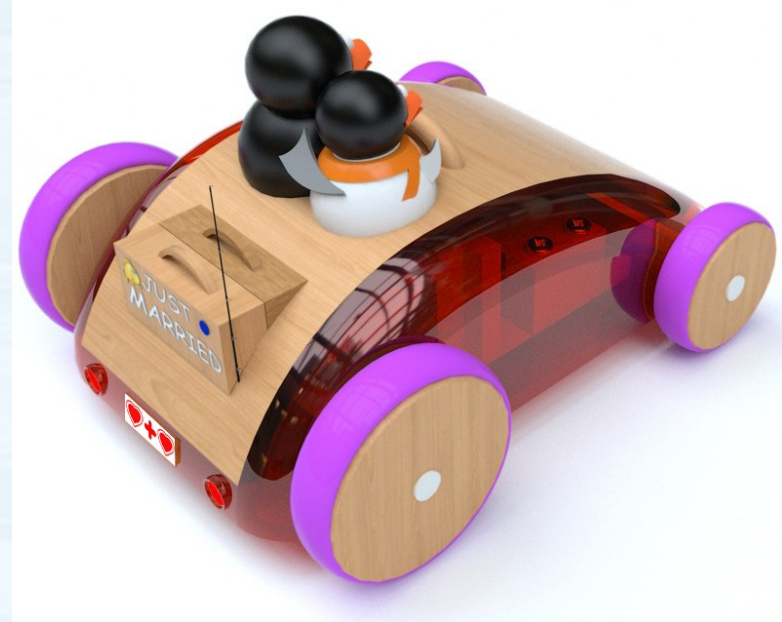
**SOME
CHILDREN'S
CARTUNES®
WITH
INTRODUCTORY
FUZZY TALES™**

DEO THE DOG™

- CARTUNES® TUNE: How Much Is That Doggie in the Window.
- Deo the Dog has had a great day. He visited with his pack friends at the dog park then got pampered at the grooming center. He looks so handsome considering how much he enjoys running in the woods, swimming in every pool of water or creek and rolling in mud and smelly things. He loves the feel of the wind in his face as he drive his car to visit with his friends for the big party. His tongue is flapping in the breeze as he thinks about the mouth watering treats they will have. He loves treats and especially juicy meaty bones.



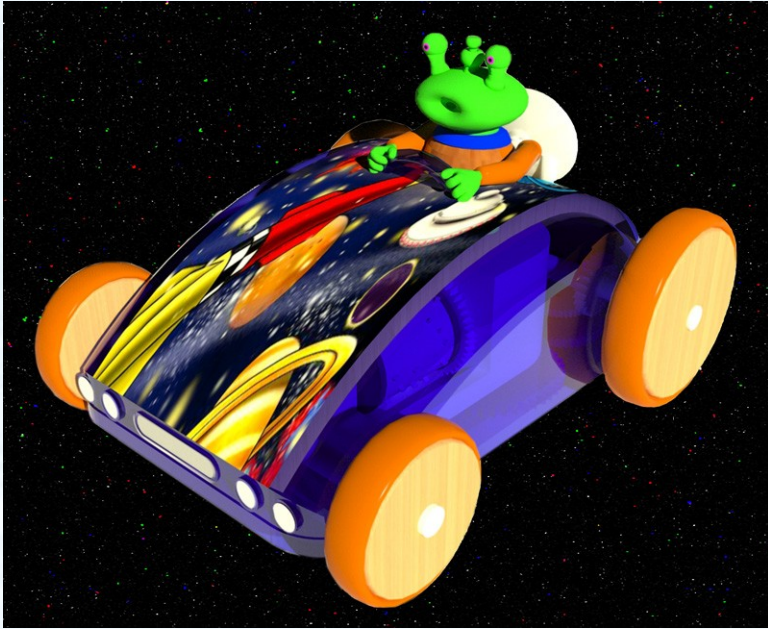
PIA & PEO PENGUIN™



- CARTUNES® TUNE: Here Comes the Bride
- Pia and Peo Penguin, our romantics, are off on their honeymoon. They have all they need in two suitcases, a fishing pole and each other. And they got away just in time before all the wedding guests wrote their good luck wishes on the front of their musical car. They'll have lots of stories to tell when they get back.

ARKO THE ALIEN ASTRONAUT™

CARTUNES® TUNE: Twinkle Twinkle Little Star.



From a planet many light years away, Arko the Alien Astronaut™ has journeyed among the stars,
Maybe she can tell us what they are.

To you she might be cute or maybe not, but having 4 eyes, she must have seen a lot.

With surround sound hearing so acute, both high frequency and low
she must have listened to many, some of whom must be in the know.

With a mouth so big, many languages she can speak, she must have spoken with someone who has
had a peek.

She worked hard for her life full of fun, which started when her reading and science were done.

So after many adventures from afar, Arko is coming to our party,

So come and listen, she can tell us what they are.

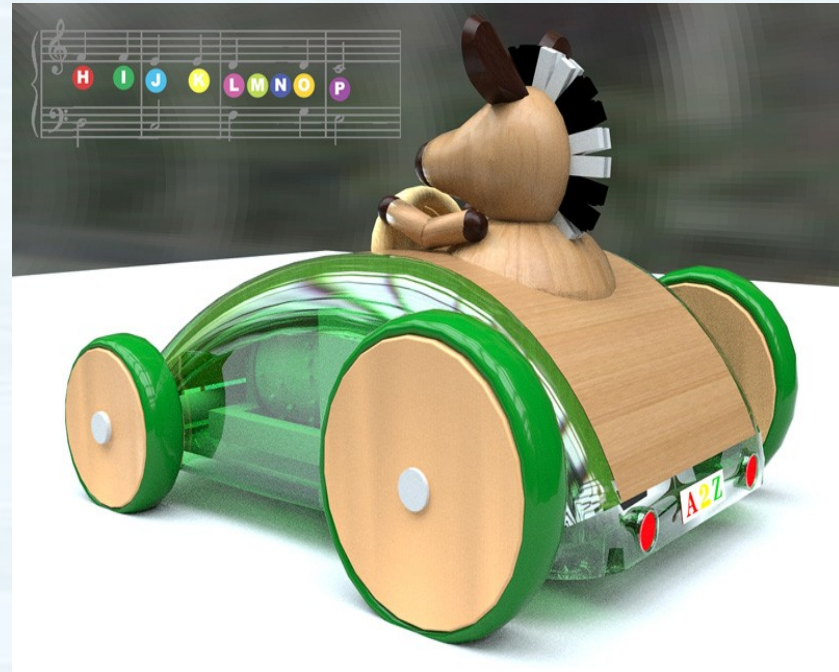
POLI THE POLITE PIRATE PARROT™



CARTUNES® TUNE: Row, Row, Row Your Boat

- Poli the polite pirate parrot has just returned from adventures at sea. Her feathers are barely ruffled despite having traveled to places few ever see. With a patch on her eye, a piercing squawk and ever ready wit, she is master of her ship. She commands respect and honor among thieves, so watch your Ps and Qs if you want to be on her crew.
- Now she's tallied up their plunder, divvied up the loot and sent the crew on a summer break to rest and recuperate. Poli's glad to be back on land and headed for the party with her tales of the seven seas.

ZIPPI THE ZEBRA™



CARTUNES® TUNE: The ABC Song

- Zippi The Zebra™ is not the usual pack animal and he's not fond of large crowds. He's quiet and thoughtful and very attentive to details other zebra miss. When he's on the job, he completes all his tasks from A to Z and with those big floppy ears never misses anything. He's the one who remembers his pal's birthdays and favorite foods and is always ready to help. Zippi The Zebra™ is a true friend.

BEKI THE BLING BAKER BEAR™

CARTUNES® TUNE: Let Me Call You Sweetheart

Who do you love? Why, Beki, the Bling Baker Bear™ of course! This sweetheart is driving home to you. A beautiful romantic sunsets bathes Beki and car in warm soft light. What have you planned for tonight?

Beki Bear™ is a very romantic bear and tells sweet tales from the heart. She also loves her bling and wears a gold choker with a large shiny red ruby and a diamond and gold ring. Beki is also a baker, a maker of the finest cookies, chocolates and brownies you ever could eat. The old adage is that food is a way to a bear's heart is so true.

How much bling can Beki the bling baker wear
If Beki the bling baker bear could bear bling?
Well bare bears barely wear bling
But for Beki the baker bear, Bling is her thing,

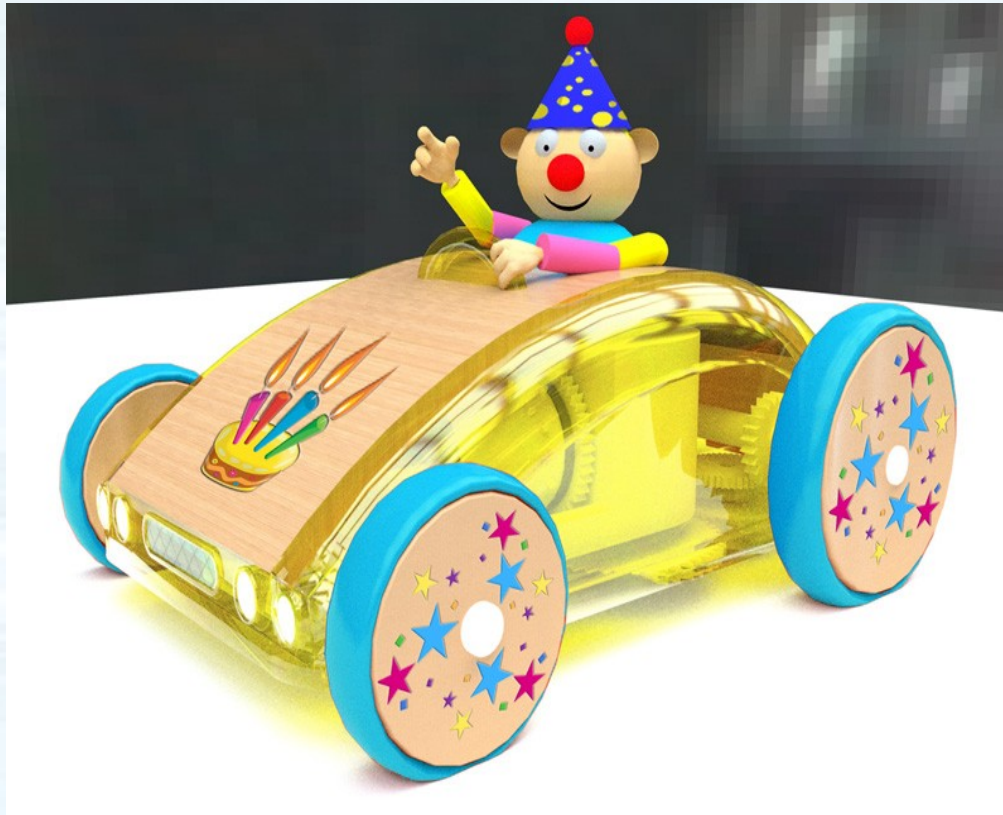
How many brownies can Beki the bling baker bake, If Beki the bling baker could bake?
Well it depends on how many bare bears hearts, Beki the bling baker bear needs to break
for Beki the bear will bake and bake
until every bare bear will no more brownies take.



CHEECO THE CLOWN™

CARTUNES® TUNE: Happy Birthday

There's a birthday party scheduled and the guests are waiting for Cheeco the Clown to arrive. Where in the world could he be? Oh my, look, his car has flat tires. Let's go help him.



Back on the road Cheeco is all fired up as his car plays "Happy Birthday". We can't wait to see his show tonight. The rope tricks, magical bunnies and those silky scarves that keep on coming out of his magical jacket and then turn into all sorts of wonderful things. I love the beautiful flowers that he finds behind the audience's ears and doves and toys that appear from thin air. He tells tales about the parties where his tricks have not gone as planned, leaving him tied in knots or his audience swimming in candy.

This is going to be a special night. Are you all ready?

MAK THE MONKEY™



CARTUNES™ TUNE: Born Free

- Many more Cartunes® friends are coming to the party, but Mak the Monkey™ has broken down while on safari in Africa and can't find his monkey wrench to fix his engine. And he calls himself a mechanic? He'll not make it to the party but Mak will have lots of stories about his adventures in Africa the next time we see him. Mak is always being rescued by his friends from rhinoceros and crocodile, lions and leopards. He's quite the adventurous monkey.
- ... and the 2nd image is the elephants eye view of Mac the Monkey™. Notice how far away the elephants are keeping from him. Maybe they could read his number plate which says "Wild 1" and heard his car tune, Born Free. Or maybe they just recognize trouble when they see it.

PACKAGING



These were designed for selling exclusively into the specialty market. For mass market a clam shell type packaging might be more appropriate as it would increase the perceived value and allow the car, character, music box and gears to be seen from all angles.

Dimensions: 12cm long x 10cm wide x 8cm high.

SOME SCULPTURES OF CARTUNES® CHARACTERS

MADE TO SCALE USING SCULPEY®
THE CARS ARE RAPID PROTOTYPES

GEOFFREY THE GIRAFFE™

CARTUNES® TUNE: ToysRUs Theme



Geoffrey The ToysRUs Mascot
Is 38 mm tall. The wheels can
be decorated as required.
Car body will be transparent green.

DEO THE DOG™

CARTUNES® TUNE: How much Is that doggie in the window
Deo Is 30mm tall, The tires could include paw prints on their surface.



Back



Front



DEO THE DOG



Left
Wheels



Right
Wheels



Back



Front



CHEECO THE CLOWN



Left
Wheels



Right
Wheels



ARKO THE ALIEN ASTRONAUT™

CARTUNES® TUNE: Twinkle Twinkle Little Star



Arko is 34 mm tall.
The tires could include rockets
and stars on their surface.
Car body will be transparent blue.

CHEECO THE CLOWN™

CARTUNES® TUNE: Happy Birthday



Cheeco is 40 mm tall.
The car is provided with 4 blank
registration plate stickers, 1 white, 1 yellow,
1 cyan, 1 pink so parents can write
the name of their child on it.
Car body will be transparent yellow.



DREAM GREEN™
...because it matters

THANK YOU FOR REVIEWING THE CARTUNES® BRAND

Concept and images ©2009 /2010 Don Green
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For video of the prototype car moving and more information:
<http://dreamgreen.org/toys/cartunes/introduction.html>