



**極速小子**  
Turbo Boy

***Turbo Boy***  
***A 3D theatrical release***  
***animated film***



中 | 影 | 动 | 画

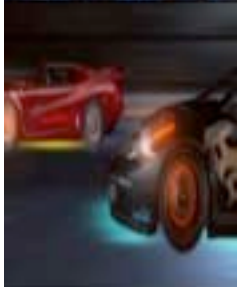
China Film Animation



*Super Speed Youth Enthusiasm Dream*  
**极速青春激情梦想**



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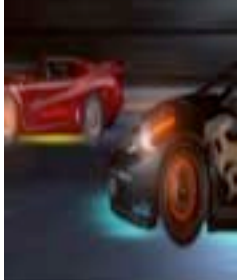
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## CFA Executive Summary

China Film Animation Ltd. (CFA) is one of only two government-authorized joint ventures between the Chinese film industry and a North American movie group. It is the only venture with approval to do animation for Chinese and international media.

CFA has immense resources including:

1. Full access to the advanced distribution and film production capability of the China Film Group Corporation;
2. Technical support from Hualong Digital Film Production Co., the largest digital film production base in China;
3. Services of CCTV, the key broadcasting partner for reach and viewership in China;
4. DVD manufacturing and distribution services throughout China;
5. An animation industry base and enormous talent pool;







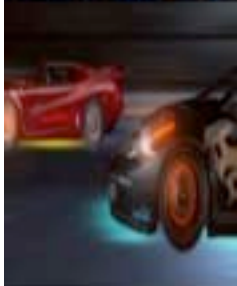
# Executive overview

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Palatial and unique architecture of ancient Beijing  
Perfect collision of mysterious antiquities and modern passions

The 2008 Beijing Summer Games have made Beijing well-known to the world, and we will use 3D video technology to recover the mysterious antiquities of ancient Beijing. In this ancient city with modern elements city, youth, car racing, super-speed, enthusiasm and dreams will be put on the stage. In our film, you will see the love of young friends, soul-stirring car races and truly realize that blood is thicker than water. Turbo Boy is also a film full of thrilling scenes and an emotional storyline. Absolutely, it will be a big hit in the film market.





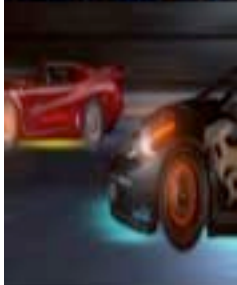
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## Synopsis

Turbo Boy is a full throttle pedal- to- the metal look at car racing in the future. It's a high-octane thriller about a young man (Long) who must choose between revenge and redemption and two beautiful women (Blue and Rain) who love him for very different reasons. Aided by the mysterious Dr. Go, and his best friend Shan, he builds the ultimate racer. Set against the backdrop of Beijing, 2050, it fuses new and old, changing fashion and timeless emotions. It is fueled by an original high-voltage sound track. Turbo Boy creates an entire world unlike anything you've ever seen. It's the first animated feature you watch with your seat belt fastened.





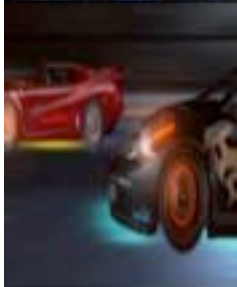
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Turbo Boy

## Characters

Name	Gender	Profession	Relationship	Characteristics
Jian	Male	Engineer	Long's little brother	Persistent
Long	Male	Professional race driver	Jian's elder brother	Fortitudinous
Kuang	Male	Professional race driver	Bad guy	Aggressive and Raging
Shan	Male	Crazy fun of car-racing	Jian's friend	Honest and Loyal
Lan	Female	Race driver and engineer	Daughter of Doctor Gu	Smart and Virtuous
Rain	Female	Fan of car-racing	Long's ex-girlfriend	Pendulous
Doctor Gu	Male	Expert of car-racing	Lan's father	Modest





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## Key personals

**Presented by:** Han Sanping — Board Chairman of CFG and CFA

Roman Bittman — Chairman of EAE

**Produced by:** Huang Jun — General Manager of CFA

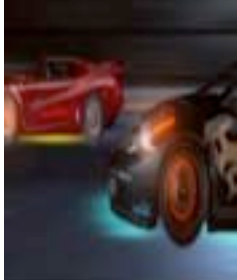
Jiang Ping — Deputy General Manager of CFA

**Line producer:** Shi Dongming — Deputy General Manager of CFG

**Executive Supervisor:** Jiang Tao — CFO of CFG







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## Key personals

### Writer:

Allen Hatcher (America) —films such as *Technology of the Gods*, *The Gift* and animations such as *Selfish Shellfish* and *William Tell* ;  
Zhang Yanji—film such as *A Skelete in the Closet*; TV series *Dream Breaks at the Imperial Palace*;

### Director:

Phil Literal and Wang Chuan

### Art director:

Lin Zhijian— designer for French Disneyland outdoors sceneries and Berlin Film Museum Exhibition Hall (Paris)

**Music Supervisor:** Chen Yufan— Popular singer in China

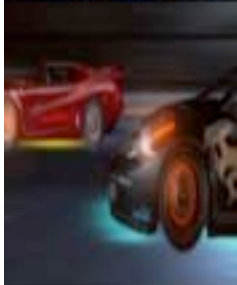
**Visual Effect Supervisor:** Jin Sheng





# Production Schedule

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"TURBOBOY" PRODUCTIONSCHEDULE		2007年			2008年													
		10	11	12	1	2	3	4	5	6	7	8	9	10	11	12		
Pre-production	adjusting and confirming scriptplay & plan case																	
	pre design n/b and coulor (BG, CH, Props...)																	
	2Dand 3Dtests (layout, animation)																	
	teaser 1' (35 mm test)																	
Production	pre story-board																	
	story-board (rough timing)																	
	main packdesign, turn and lips (bw and coulor)																	
	layoutBG and layoutposing																	
	casting voice																	
	leica (final timing and Xsheets)																	
	timing and exposition sheets																	
	2Danimation																	
	3Danimation																	
	voice reference for leica and animation																	
	randering																	
	Post-production	35 mm shooting																
editing																		
sound FX																		
music																		
final voice																		
sound mix																		



## Media promotion plan

### 1. General direction:

For the purpose of promotion and marketing, print media ,television media and Internet interact with each other to increase the production's reach and influence to maximum effect. Our promotion will focus on entertainment, comics and related news.

### 2.Scope of media:

Print media: Mainstream newspapers, magazines, including general news, entertainment news and films & TV columns, etc;

Television: Pop music and entertainment programs, film and television reports and comics and animation programs;

Internet: Sina, Sohu, Netease, Tom and some forums and blogs;

Billboards: Main streets, mass communication, commercial districts, public transportation, amusement parks and other entertainment parks.





## Media promotion plan

### 3. Main steps of media promotion plan

#### 1<sup>st</sup> step:

- release the news of production of Turbo Boy to more than one hundred media, including print media, Internet and stream media and try to focus the public.

#### 2<sup>nd</sup> step:

- participate in some entertainment programd
- keep releasing the news of dubbing and recording.
- develop some interactive online games and a blog.
- cooperate with popular websites such as Sina, Sohu, Yahoo, TOM and etc. and also some big forums such as Tianya, Maopu and etc.
- expose the trailer, stills and posters to the public.

#### 3<sup>rd</sup> step:

- all channels of promotion start to work across the country and internationally
- all media start to report the film in details
- prepare the content for out-door billboards in main cities
- broadcast the trailer in some major TV stations and some introductive websites







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# Distribution plan

## **4<sup>th</sup> step: events**

Press conference: release the production schedule and investment invitation to the public.

Major advertisers, new-product press conference.

Recommend the theme song of Turbo Boy to Top music

A ceremony that will announce all shooting work has been done and broadcast the trailer and some special features.

In Beijing, Shanghai, Guangzhou and Chengdu, press conferences and first-review conferences will be held. It will be 2 months before release.

## **5<sup>th</sup> step: promotion schedule**

It will start from production till release.



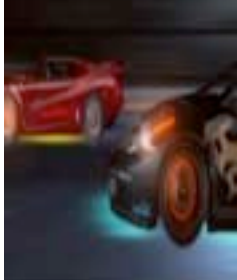
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## Distribution plan

- Cinematic distribution  
Revenue split distribution in domestic market: both producer and distributor will have equal opportunities;  
Minimum Guarantee in overseas market: the risk of producers will be reduced;
- Free TV distribution  
As the strategic partner of CFA, CCTV-6 will buy out the domestic television broadcasting right;  
Domestic and overseas existing agents
- Video rights  
Zoke Culture, Guang Dong New Face Audio and Video Production Co., Ltd. etc.  
Domestic and overseas agents
- Stream media distribution  
Revenue split with service providers



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## Product placement opportunity

Turbo boy offers superb opportunities for positive brand association. The producers can insert your product directly into the script, making you an integral part of the story. In this file, it shows production schedule and key personnel. Only one brand name will be accepted in each product category. Rights are being sold on a first come, first served basis, one product per category. The deadline for securing the inclusion of your product in the animated show is August 30, 2008, as the show will start the real production on Dec. 2008, and time must be allowed for our artists to work with your creative team on just how long, where in the story and how your product will be presented.



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## Product placement opportunity

### Category:

Automobile

Lubricating oil

Tyre

Tobacco

Alcohol

Cell-phone

Clothing

Online-games

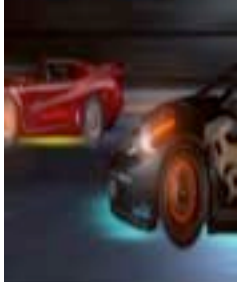
Sneakers

Watch

Hotel and/or office building

Beverages.





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## Turbo Boy

## Product placement valuation

Description				
1 Time duration (Second)	10"	15"	30"	
2 Appears in film				
3 Language and activity involved in film				
4 Appears in opening credits				
5 Appears at the end of film on credits				
6 Both opening and closing				

Notes:

1. This show will be released in 800 theaters across China and other overseas theaters.
2. The specific price is negotiable.







# Product placement executive overview

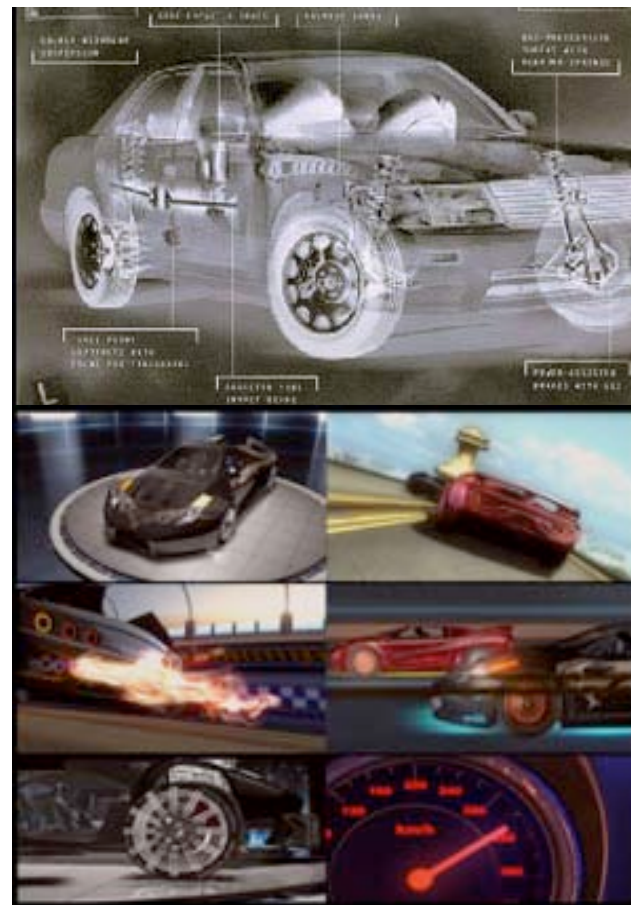
Studies of television programming and films have shown that branded products appear most often in news programming and situation comedies. The most commonly appearing products include automobiles, foods and corporations.

Automobiles are the absolute leading role in our film and there is huge room for product placement, ranging from concept design of the racing-car, dynamo, lamp bracket, decorations and any products that is relevant to automobiles.

From the perspective of the placement agent, successful placements provide client brands with national exposure opportunities that minimize price while maximizing screen time. We have signed a distribution with Movie Distribution and Screening Company of CFG and a broadcasting contract with CCTV-6. Therefore, it is quite safe for product placement corporations.

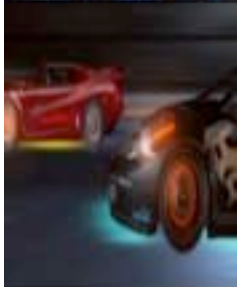
Product appearing time will take 75% of the whole film running time and close-up shot will take 1/3.

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## Product placement executive overview

In our film, there will be plenty of sets, backgrounds and surroundings that could be used to display clients' logos, names or advertisement. For instance, some office building, billboard and shops will appear in the film. They all offer huge room for product placement.



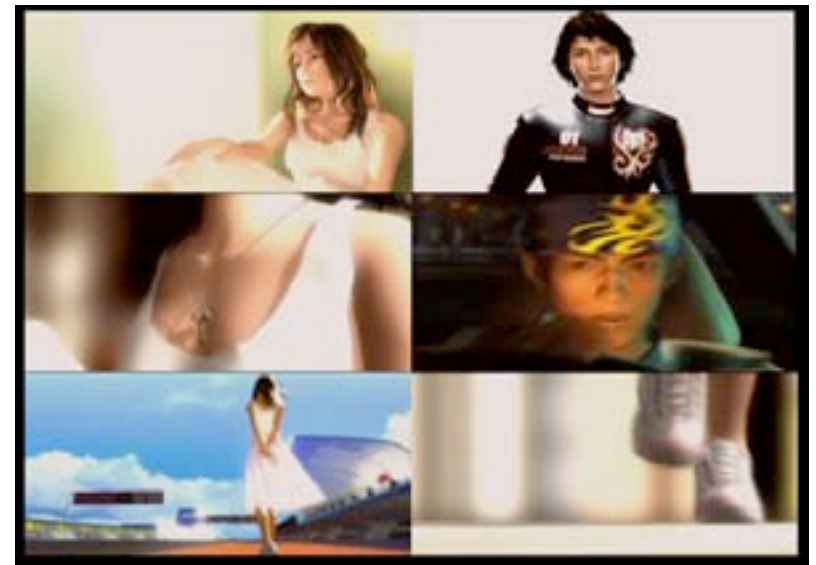
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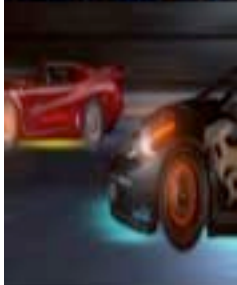


## Product placement executive overview

We will provide client brands with national exposure opportunities that minimize price while maximizing screen time. For clients, another important concern is film theme or content. Many brands may be reluctant to associate with violent or overly dramatic material. In this aspect, there is no need to worry about that. The theme of film is friendship, family love and heroic spirit. Our talents also could reach the artistic integrity between products and film.

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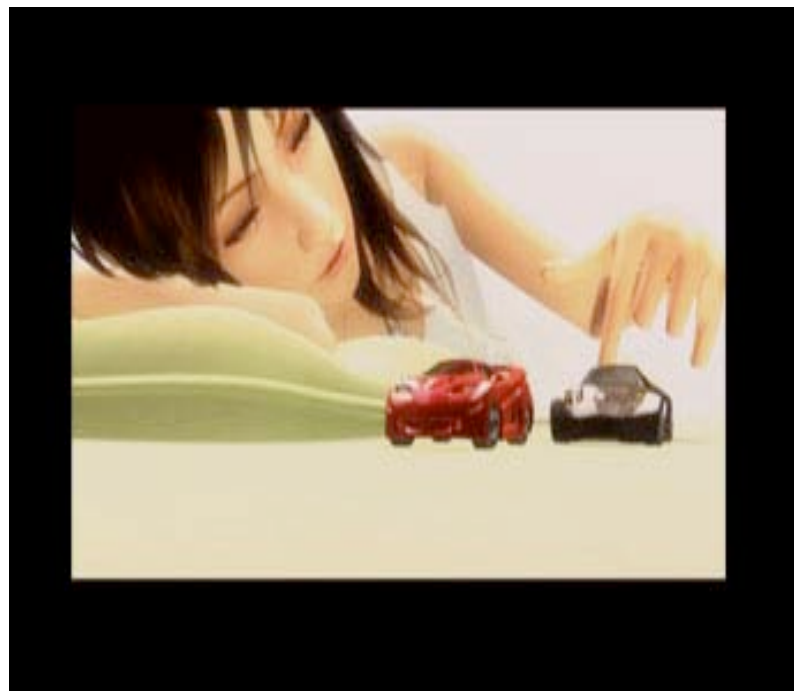


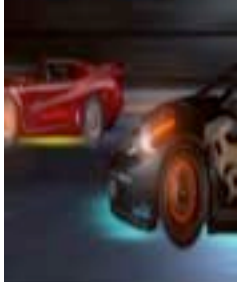
## Product placement executive overview

Turbo Boy is a science-fiction film which showcases a lot of high-tech products including some telecommunication devices, house-hold electronics, appliances and some business services.

Main characters are all youths, which offers superb opportunities for positive brand association, especially casual wear, accessories and decorations. Any brands which value individuality-development, fashion and enthusiasm could become important partners.

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# Thanks for your time

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