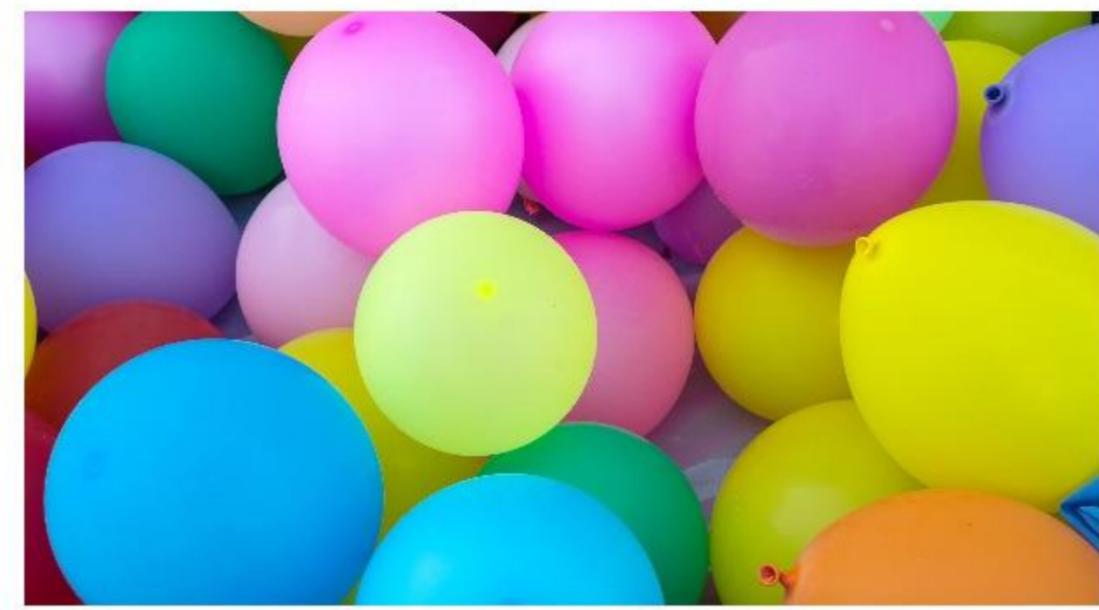
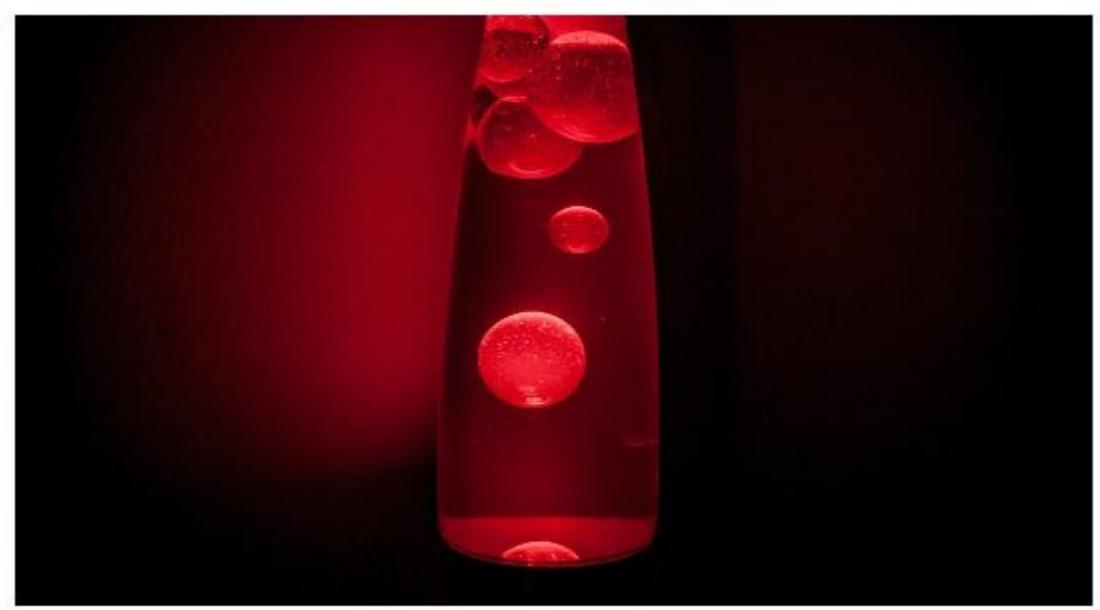




WOW
I N e v e r
K n e w
Th o t!

S C I E N C E

A N E W S E R I E S 1 3 X 3 0 H D





"Wow, I Never Knew That: Science" is a brand extension of the already successful "Wow, I Never Knew That!" series.



The original series awareness has built-in brand equity.



Viewers already know the benefits of the brand and already expect a fun, educational and engaging experience.



Brand loyalty and brand awareness is strong among existing viewers.

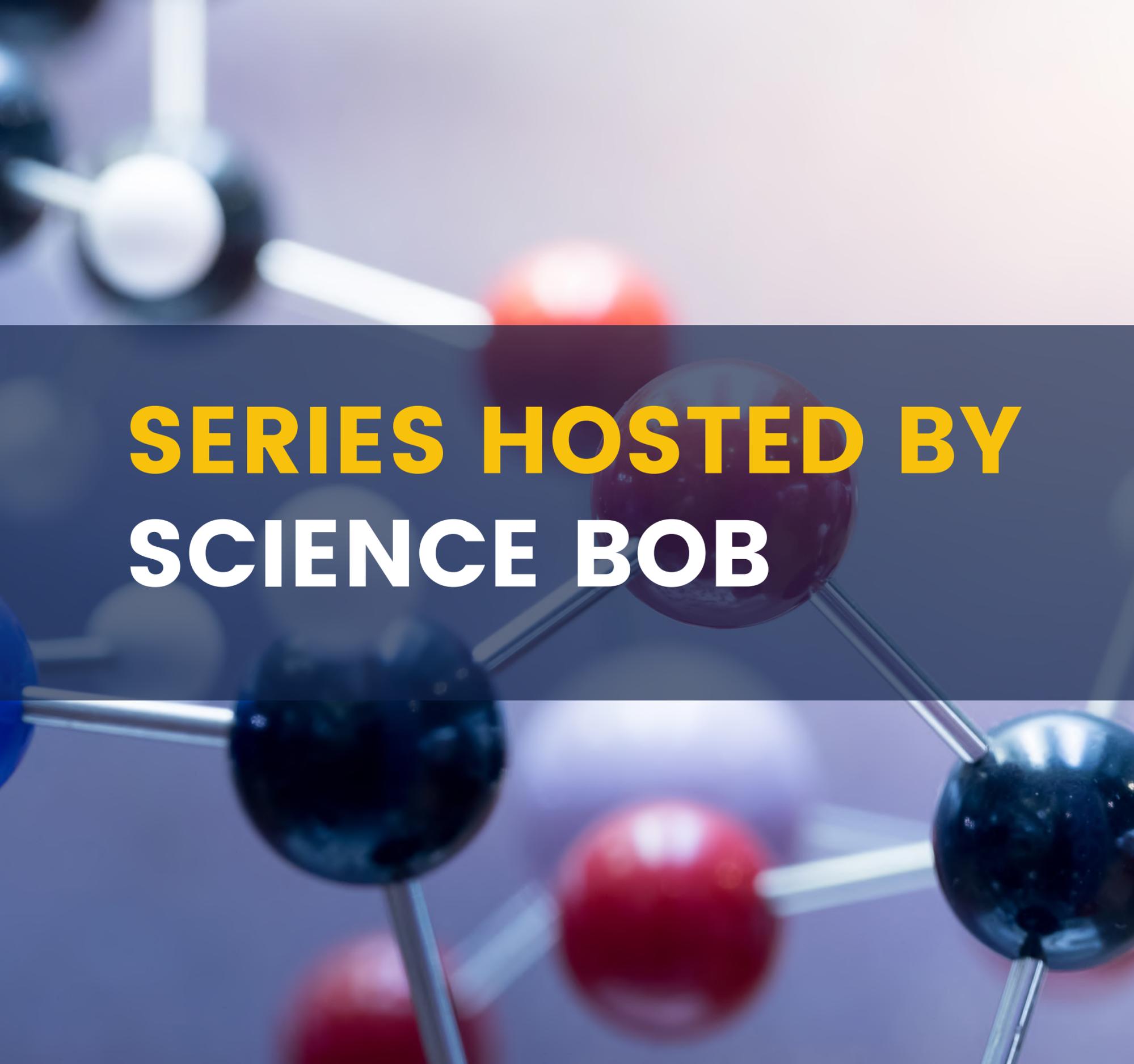


Existing "Wow, I Never Knew That!" brand:

- ✓ Is a five-time award-winning series
- ✓ Voted "Best Kids' TV Shows on Amazon Prime Instant Video"
- ✓ Consistently ranks in the TOP 20 on Apple TV
- ✓ Ranked in the TOP 10 on HOOPLADIGITAL.COM
- ✓ Named one of "7 Documentaries that will make you smarter," according to PUREFLIX.COM
- ✓ Voted MOST POPULAR App on CORDCUTTING.COM
- ✓ Rated 4 STARS on COMMONSENSEMEDIA.ORG
- ✓ Rated 3.6 STARS on ROKU
- ✓ Rated 6.7 STARS on IMDB
- ✓ Was featured on Apple TV's home screen for three years
- ✓ Featured in the book "Tech World: 20th Century Inventions"
- ✓ Is seen worldwide in English and Spanish

*Proven Brand
Success*

WOW
I Never
Knew
That!

A molecular model with black, red, and white spheres connected by grey rods, set against a blurred background.

SERIES HOSTED BY
SCIENCE BOB



SCIENCE BOB

“Science Bob” Pflugfelder is a science teacher, author, maker, and presenter that knows how to share the world of science like never before. He is a regular guest on **Jimmy Kimmel Live!**, **Live With Kelly and Ryan**, **The Dr. Oz Show**, and **Nickelodeon’s Nicky, Ricky, Dicky and Dawn**. His television appearances also include the **Today Show**, **Hack My Life**, **Good Morning America**, **Home & Family** and others.

Bob continues his work through presentations at events around the world including the USA Science & Engineering Festival, the World Science Festival, The White House Science Fair, and Maker Faire events in the US, Rome, and Singapore. Most importantly, Bob encourages parents and teachers to practice Random Acts of Science by providing instructions and videos for interactive science experiments on his website.



**Science
Bob**

*Appears
ON*

**JIMMY
Kimmel
LIVE!**

**Science
Bob**

*Appears
ON*

**LIVE
KELLY
AND
RYAN**

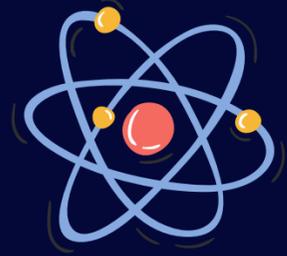




Science
Bob

*Appears
ON*





"*Wow, I Never Knew That: Science*" is a spin-off series that mixes an existing brand with everything science!



Viewers will be taken on an exciting journey which will uncover the magic of science and how it affects every aspect of their lives!



Science-based live-action programming presented in an entertaining, fun, and engaging way!



TARGET MARKET

"Wow, I Never Knew That: Science" is geared for kids and adults. It is family viewing to help educate and inform. Science is connected to everything we do, from how we communicate, to what we eat, to how we work, everything has evolved from science. Understanding this relationship can inspire us to improve how we live.

"Wow, I Never Knew That: Science" presents information that does not talk down to kids. The language is simple and easy to understand. Yet, it is sophisticated and appealing to adults. The experiments and demonstrations are entertaining and engaging. Each segment is like opening a gift of wonder and excitement! Young and old will find something they can enjoy and identify with.

WHY NOW?

"Wow, I Never Knew That: Science" is needed in today's world of video education and remote learning. Many kids are not going back to school or find the conditions and environment for learning too difficult.

"Wow, I Never Knew That: Science" is educational programming that kids and adults will enjoy. It's family-friendly content everyone in the household can watch together. The series also explores the power of failure. Only through experimentation, testing and failure can science reveal answers. Kids will learn that failure only gets them closer to their goal. Science has proven this throughout history.

Now more than ever, **"Wow, I Never Knew That: Science"** can help make science and learning fun. There is a unique opportunity to create a long lasting positive impact on kids that can affect them for the rest of their lives. And adults will learn things they WISH they had learned as kids!

FUN FOR THE WHOLE FAMILY!

Aluminum
26.982



19

K

Potassium
39.098

FORMAT:



STUDIO SET



FASCINATING SEGMENTS



**SELF-CONTAINED EXPLAINER
VIDEOS**

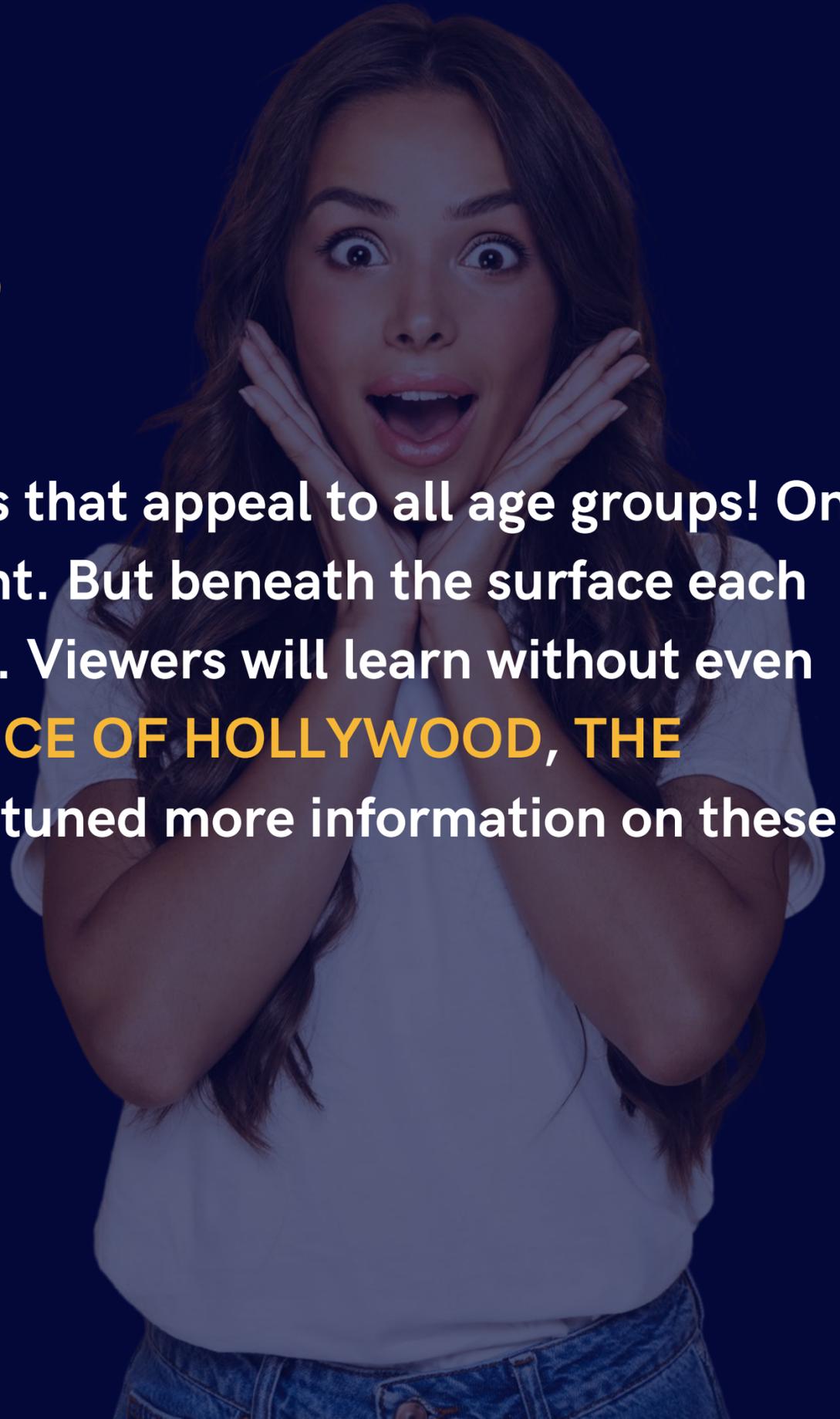
STUDIO SET

With a central home-base studio set, Science Bob will do introductions, and bumpers to introduce pre-produced segments. Plus, the studio will serve as "SCIENCE CENTRAL." Science Bob will demonstrate "How To" experiments that viewers can create at home. And, the studio will be where Science Bob gets to unleash his inner "Frankenstein." He will build his unusual and fascinating machines to demonstrate how science "works."

Science Bob will give kids and adults confidence as he helps them build a better understanding of how science is everywhere and how it makes "magic" happen.

FASCINATING SEGMENTS

The series has many fascinating and exciting segments that appeal to all age groups! On the surface, they appear simply as entertaining content. But beneath the surface each segment is grounded in educational and scientific fact. Viewers will learn without even knowing it! Some of the segments include, **THE SCIENCE OF HOLLYWOOD**, **THE SCIENCE OF MAGIC**, and **TRY-THIS-AT-HOME**. Stay tuned more information on these and other exciting segments coming up!



SELF-CONTAINED EXPLAINER VIDEOS

Viewers will be treated to the :30 -1:00 segments that made the original series "**Wow, I Never Knew That!**" famous! Each episode of "**Wow, I Never Knew That: Science**" will contain several pre-produced fast-paced and fact-packed video segments. Each segment will deliver a fun concentrated dose of unique information that is sure to delight and amaze. And the visuals will be taken to the next level above what the original series could deliver. Using the latest 3D technology, viewers will get photo-realistic animations that will help tell the story. Many people are visual learners, so these hyper-realistic animations will be another tool in our tool belt to help everyone learn. These videos can also act as stand-alone pieces that can be categorized and accessed easily through an APP or online.

**THE SERIES
FEATURES SEGMENTS
THAT ENGAGE!**



SEGMENTS INCLUDE

- **TRY-THIS-AT-HOME**

"Wow, I Never Knew That: Science" will get your kids off the couch! And you'll want to follow! Science Bob will turn your kitchen table into a science lab! His educational and fun projects are designed to spark curiosity. Kids can make their own slime, grow bacteria, create chewing gum, study solar power, and more.

Do you have the next doctor, astronomer, detective or engineer living under your roof?

"Wow, I Never Knew That: Science" will let your kids plant the seeds for a successful future! It can even help prepare kids for kindergarten, middle-school, and high school! Inquisitive minds, young and old, will find answers as they create, test, and explore their creations!

SEGMENTS INCLUDE

- **MAN-ON-THE-STREET**

"**Wow, I Never Knew That: Science**" will give quick answers to frequently asked questions. These questions will come from kids as well as adults. We'll scour the streets to find the best questions to answer!

Science Bob will explain each answer in what we call **SUPER SCIENCE MODE**. Using highly advanced visual special effects and compositing, Science Bob's hands and fingers become tools that he uses to describe what he's talking about. As he waves his hands, he visually creates on-screen graphics, and he will alter time and space to get his message across. It must be seen to be believed! And then you still may not believe it!



SEGMENTS INCLUDE

- **SCIENCE OF MAGIC**

Did you know MAGIC is all about science? The relationship between science and magic is interconnected. Magicians use science to create the illusion of supernatural magic, while scientists study magicians and their craft to learn more about how people process information.

"Wow, I Never Knew That: Science" will explain complex matters that seem to defy the laws of physics, but all in a simple and fun, engaging way. Understanding how "magic" works is really just understanding how science works!

Each episode will uncover the science behind "magic" and why your mind sees and believes what it sees! And Science Bob will show viewers how to create their own illusions that can be done for family and friends.

SEGMENTS INCLUDE

- **CELEBRITY GUESTS & INFLUENCERS**

"Wow, I Never Knew That: Science" will up the ante with celebrity guests and cameos. From Hollywood stars to social media influencers, they will all be a part of the series.

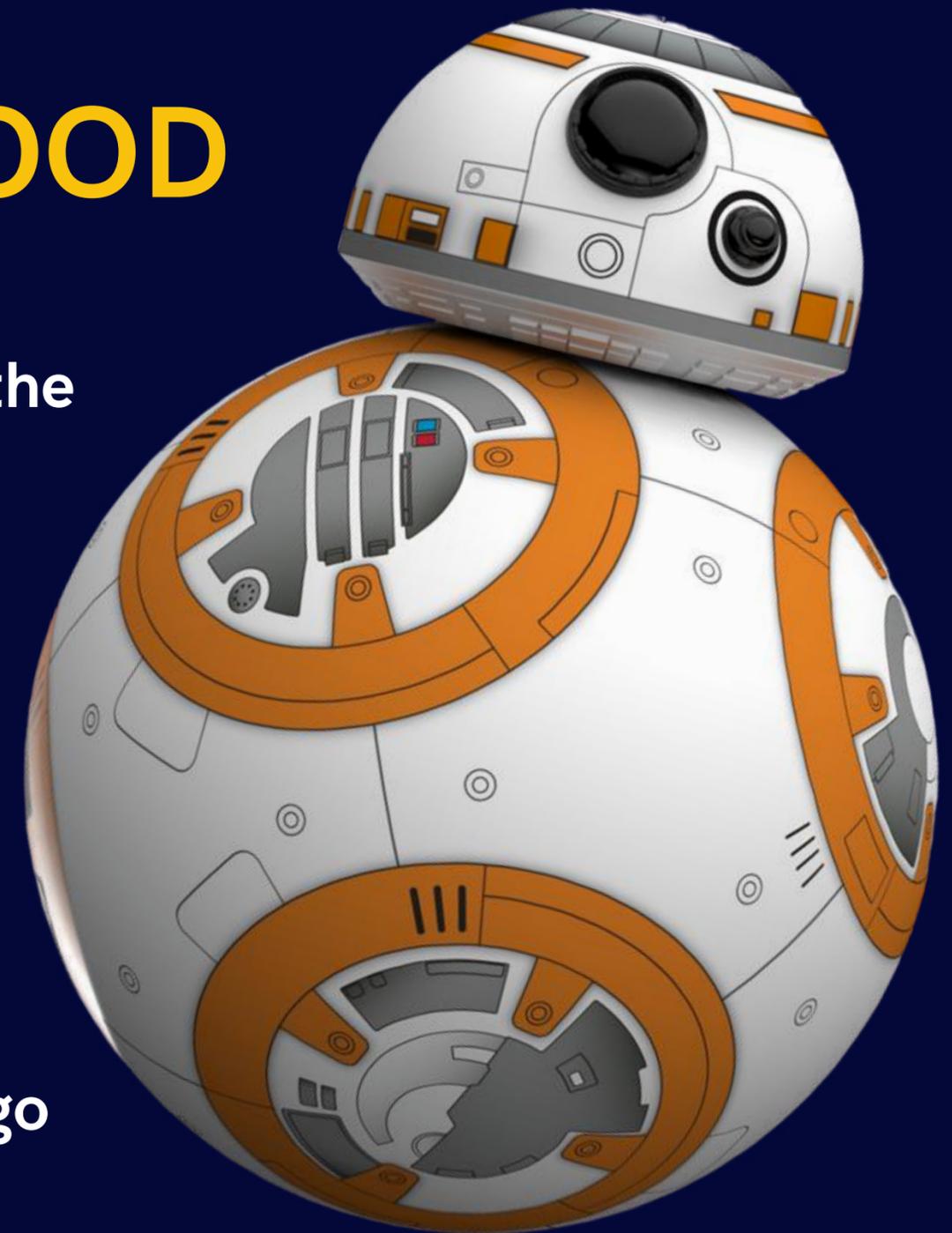
Kids and adults immediately connect with their favorite stars! Science Bob will welcome these celebrities with open bunson burners, they will help him explain and demonstrate scientific principles that will engage the audience.



SEGMENTS INCLUDE

- **SCIENCE BEHIND HOLLYWOOD**

Did you know that BB8 in Star Wars really did not exist until after the movie was completed. The actual unit used in the movie was mostly controlled by two puppeteers. One controlling the head and one controlling the body. And the finished puppet was affixed to a large arm to let it be pushed over any terrain. It was only until the movie was completed that scientists and engineers were brought in to make BB8 come to life, for real! The real unit uses a motor-driven pendulum inside a ball and magnets to keep the head attached. **"Wow, I Never Knew That: Science"** will go behind-the-scenes and show how science and Hollywood pulled off some of history's unbelievable movie magic!



UNIQUE LOOK

- OWN VISUAL STYLE

"Wow, I Never Knew That: Science" will have a look all its own. From state-of-the art 3D graphics, to attention getting segment transitions, to in-studio visual wizardry, audiences will be drawn in and compelled to see "what's next."



SCALABLE

- **CURRICULUM FOR SCHOOLS**

"Wow, I Never Knew That: Science" can be used as a learning tool for educational institutions. Today's students, more than ever, are visual learners. They have an insatiable appetite for information delivered to their cellphones, tablets, laptops and computers. Born into a digital world, they sometimes struggle with the old-fashioned way of delivering knowledge – textbooks.

"Wow, I Never Knew That: Science" can provide a curriculum or stand alone videos that help explain and show what text alone cannot convey. The series **"Wow, I Never Knew That!"** is currently available on all major educational platforms including Overdrive and Hoopla and is available in over 100,000 schools nationwide through Questar.



SCALABLE

- **BRANDED SCIENCE KITS**

"Wow, I Never Knew That: Science" will spark kids' imagination and get them to explore a whole new universe of ideas and concepts. All of the **Try-This-At-Home** segments from the series can be created with items around the house. But the engagement does not have to stop there. "Wow, I Never Knew That: Science" can partner with existing science-based home kit companies. There are dozens of kits that can demonstrate almost any type of principle. With a strategic partnership, we can rebrand and repack these kits with the "Wow, I Never Knew That: Science" logo and brand identity. These kits can be sold online and through retail.



SCALABLE

- **POST-PANDEMIC TRAVEL
SCIENCE SHOWS**

Once the pandemic is behind us, kids and their family will be ready to get up, get out and be ready to explore new opportunities for learning. Taking the "show on the road" will give viewers a chance to get up close with their favorite "rock star" Science Bob!

The live experience will delight the senses. From dazzling lightning strikes, to bright and powerful explosions, kids and their families will be WOW'd by the visual, auditory and sensory excitement that they can only get by being there in person. The sights and smells and even the powerful vibrations, all create an experience like no other.



BENEFITS:

Benefit 1

At-home learning at its best!

Benefit 2

Scientific explanations broken down into fun, simple language.

Benefit 3

Could change the trajectory of a kid's life! Points kids to new career paths!

Benefit 4

Kids get to experience real-lab experiments which will educate and enlighten.

Benefit 5

Scalable. After Covid vaccine, series can grow exponentially. Special guests, more outrageous experiments, bigger builds, worldwide destinations for better demonstrations.

Benefit 6

Helps build awareness of science terminology and new technologies.

Benefit 7

Target audience is school-age kids as well as adults.

Benefit 8

Quarantine ready. Easy to produce under Covid CDC guidelines.

SEASON

**FULL SEASON
13 HALF-HOURS**



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