

MaMaMedia Content Library, Characters, & Electronic Assets at a Glance (Copyright 1995-2004 MaMaMedia Inc.)

The following is a list of key original electronic and content assets developed and fully-owned by MaMaMedia, Inc. Each software, or e-asset, has been developed, published, upgraded, and actively used by millions of visitors during the past 6 years. We have provided only brief descriptions here. A more detailed description is available on request for any of the following items.

Platform Independence on the Internet – Unlike CD-ROM publications, all MaMaMedia products are platform-independent, available via Internet with a standard web browser, and require no downloading or special installation. When kids save their creations on our servers, they become accessible from anywhere in the world, 24 hours a day, 7 days a week. Kids can have the same experience from anywhere in their home, school, a library, or friend's house—they don't need their own computer to enjoy the many activities found at MaMaMedia.com.

Variations Within Titles – Most of the software assets include multiple themes, versions, or application modes. Also, most include features such as: "Save", "Print", and "Make-My-Own-Game;" a timer (for game speed); settings for various levels of difficulty; a "Send-to-a-Friend" viral-marketing engine; a "Send-to-MaMaMedia" option for publishing art or a self-created game. (This variety of features and themes is ideal for programming kids channel, licensing, and customization for various content providers and distribution channels).

Measuring Title Popularity – The traditional metric for success in the CD-ROM publishing industry is "units sold." On the Internet we must use different measures of popularity. For example, for activity titles with "create" and "save" features, the Popularity Metrics we present below are based on total user creations since the title's launch date (different for each title) through March 25, 2002. For all other titles we use the title's traffic levels during the week of March 25, 2002. "Lifetime Traffic levels" for a given title are much higher. For example, a 5-year old title with 16,000 hits per week has lifetime traffic exceeding 4 million hits.



1. Interactive Software, Games, & Activities

Software Title	Description	Available Versions and Themes	Popularity Metric	Save	Print	Make Your Own	Timer	Difficulty Levels	Send-to-MMM	Send-to-Friend
Botblox	Over 30 programmable robots & blocks	2 applications: City-builder, Maze-maker	16,935 hits/wk			•		•		•
Flipsticks	Figure animation programming	Object-oriented, and variable/numeric options	270,000 creations	•		•		•		•
Frame That 'Toon	Cell-animation art programming	10 characters (skater, elephant, clown, alien, etc.)	162,000 creations	•		•				•
Card Zapper	Electronic animated messages	26 themes (birthday, get-well, sports, new-year, groovy, etc.)	5.34 MM creations			•				•
Secret Card Zapper	Surprise greetings, send to yourself	3 themes (Love, Happy, Surprise)	815,549 creations			•				•
E-hugs	Electronic animated messages for families	6 themes (good luck!, way to go!, back to school, etc.)	64,619 creations			•				•
What's the Story	Animated story-weaver & word processor	16 applications (music band, mystery, BBQ, basketball, etc.)	805,300 creations	•	•	•			•	
Riddle Machine	Riddles puzzle game	16 themes, 3 difficulty levels (school, sports, not-funny, yuck)	4,828 hits/wk			•	•	•	•	•
Jigsaw	Kids' art puzzle game	20 themes, 3 shape options (peace, pets, flowers, toys)	8,167 hits/wk			•	•	•	•	•
Jumbler	Visual puzzle game	16 themes, 3 options: 9, 12, 16 pieces (cars, music, etc.)	2,143 hits/wk			•	•	•	•	•
Mindbender	Word-finder puzzle game	20 themes (music-mania, USA, circus, Game-Time, etc.)	132,918 creations	•		•	•	•	•	•
Wallpaper Zapper	Backgrounds for personalized interfaces	20 themes (space, sports, peace, flowers, bugs, etc.)	866,360 creations	•		•				
Button Zapper	Buttons for personalized user interfaces	4 designs options (circles, stars, blobs, letters)	625,983 creations	•		•				
Stamps & Stomps	Desk-top publishing tool	18 themes (circus, farm, sea, toys, tree-house, inventions, etc.)	76,215 creations	•	•	•			•	
Paint Tool	Simple freehand digital art tool	Open-ended, used for kids digital art and galleries postings	11,013 hits/wk	•	•	•			•	
Kids' Web Paint	Freehand digital art with animal brushes	Open-ended, 3 themes, 5 smart brushes, links to related sites	16,320 hits/wk	•	•	•			•	•
Presto	Simple web-page builder	6 buildings 5 designs each, links to personalized spaces	565,944 creations	•	•				•	
Cartoon Castles	Character animation	3 characters, 4 actions to create various animated scenarios	8,207 hits/wk			•				
DigSig Zapper	Wacky creatures, Digital Signatures	30 heads, 30 torsos, 30 legs - 27,000 combinations	1.26 MM creations	•	•	•				

2. Kid Community-Building Software and Applications

Software Title	Description	Available Versions and Themes	Admin. Tool	Human Filtered	Featured Member Content	COPPA Compliant	Send-to-Friend	Send-to-MMM	Make Your Own
Audience Surveys	Topical form-based surveys	Multiple choice and open-ended questions on topics	•	•		•		•	
KidSay Polls	See what other kids think about issues	5 answer choices with real-time results. Results are archived.	•	•		•		•	•
Laugh Attack	Gadget for reading and publishing jokes	15 themes, 100 jokes	•	•	•	•	•	•	•
Message Boards	Safe messaging for kids	Guiding questions and human filtering ensure safe constructive communication	•	•	•	•		•	
Mail Bytes	M-Gang's communication gadget	Guiding email question. Not real-time, selected emails.	•	•	•	•	•	•	
Kids' Gallery	Create and publish your own art	30 themed-galleries (Space, Music, Food, Haiku, Monsters, etc.)	•	•	•	•	•	•	
Clubs	An online after-school activity with certificate	4 clubs: Games, Computers, Sports, and Movies	•	•	•	•	•	•	•
Visit Surf Picks	Archive of member bookmarks of MaMaMedia Romp sites	Visit the favorite safe sites of thousands of other members				•		•	•
Meet the M-Gang	Read about them, communicate with them, and read their jokes	Site Hosts: Jessie, Devin, Zach				•		•	
M-Gang Shoutout	The M-gang newsletter	Features: Artist of the week, Joke of the week, puzzles & games		•	•	•		•	
Programmed Site-Map	Content in 4 channels & "top-spots" of the week and month		•			•			
Kid2Kid Marquee	Rotating Message Billboard	User messages are posted for all to view.		•	•	•		•	
Visit Prestos	Archive of member "Presto" web-pages	Visit the Presto web-pages of thousands of other members			•	•			•

3. Kid-Safe Web Surfing: Database of Sites, Directories, Search

Software Title	Description, Versions, & Themes
Sandwich Shop	Hierarchical visual directory of websites. 5 Super-web-sandwiches, 249 sub-categories, total of 3,400 sites.
Sandwich Maker	Make and edit your own directory of websites.
My Own Sandwich	Created by using the Sandwich Maker, automatically appears in the ROMP menu.
My Planet Directory	A map-based countries-directory of websites. Covering 12 countries, 5-10 categories for each, 200 sites.
Pick-Packs	A thematic directory of websites. 50 categories, 200 sites (Math, Science, Horses, Crafts).
Surfing Parties	An associative directory of websites. 8 party-themes, 250 sites (Rocks, Shells, Blue sites, etc.)
M-Gang Picks	Website picks by the M-Gang members. 3 hosts-characters, 30 sites recommended by each.
My Surf Picks	Personal book-marking system of sites from MaMaMedia website database.
Surf Smarts Guide	Guide for kids and parents includes the 10 smart rules to follow
Word Search	A-to-Z search of all Romp Channel sites.

4. Grownups Channel: Original Content and Projects for Parents & Educators

Titles for Parents	Description, Versions, & Themes
21 st Century Learning	10 articles by CEO Idit Harel and 8 articles by Seymour Papert 10 as well as other resources and links.
Our Activities	MaMaMedia site guide for parents addressing the learning value and skills each MaMaMedia activity provides.
E-Hugs (details in section 1 function matrix)	Animated greetings for parents to send kids: 6 themes (good luck!, way to go!, back to school, etc.).

Titles for Parents (cont.)	Description, Versions, & Themes
Webtivities	10 Saturday-morning online activities for parents and kids to do together
Web Safety Center (guide for parents on guiding kids)	Internet Safety Education guide with links
Site Map (visual guide for MaMaMedia on one page)	Content in our 4 channels & "top-spots" of the week/month
Privacy Policy	Explaining COPPA & online safety
Technical Help	Explaining Internet technical terms and requirements
About MaMaMedia	Vision, Awards, In the News, FAQ

Titles for Teachers	Description, Versions, & Themes
Teacher Sign- In	Registration engine designed for educators
Set- Up Your Class	Registration engine for students
Publish Your Lesson	How to submit a lesson plan for publication
Learning & Teaching with MaMaMedia.com with the Internet in the classroom	50 lesson plans written by teachers for teachers, organized according to subject, grade-levels, and national standards (NCTE, NCTM, etc.)

5. Permanent Gateways: Content Hubs for Community-Building, Customer Loyalty, and Viral Marketing

- **HQ4Girls** – A mini-MaMaMedia just for Girls (15 activities that girls love)
- **HQ4Peace** – A mini-MaMaMedia about Peace (8 activities about Peace)
- **MaMaRaMas** – Thematic collections of MaMaMedia activities (2 options: *space* or *bugs*)
- **DigSigGames** – 3 Games: Cards, Stamps, DigSig Zapper, and BoyBot-Boogie Movie
- **FunFest** – An action-oriented, episodic series of online activities (one per day) centered on a common theme (Back-to-school, April Fools, Mother’s Day, etc.)

6. MaMaMedia Core Infrastructure Features:

- COPPA-Compliant Registration (one for kids, one for adults)
- Feature-based User Authentication
- Statistical Processing and Reporting Systems (all offering data by date range, on a daily, weekly, or monthly basis):
- Traffic Levels (aggregate and by individual URL)
- Message Board Statistics (by topics)
- User Participation Statistics (creations by activity)
- User Demographics (email, parent email, age, gender, birthday, etc.)
- Ad Serving & Rotation Capabilities
- Editorial and Channel Promotions Capabilities
- Automated Email-based User Retention System
- Kana CSRM System (with automated response and message filtering rules)

7. Data Assets

- Member data with COPPA-permissible demographics (over 5 million registrations, including kids email, parents email, kids age, gender, birthday, state, etc.)
- Saved kid creations (roughly 20 million creations)
- Site traffic and usage data (including millions of click-stream observations)
- Directory of kids-safe websites (3,400 categorized and grouped websites)
- Customer Service Messages and Responses (in Kana)

8. MaMaMedia Characters

8.1 THE M-GANG CHARACTERS are the 3 popular **hosts** of the MaMaMedia.com website. Jessie, Devin, and Zach are the ideal role models for the Clickerati generation—today's kids, ages 6-12—which cannot imagine the world without the Internet. Their detailed profiles, characteristics, and interests can be found online in "Meet the M-Gang" in the BUZZ Channel. Since 1996 they have received millions of emails and ideas from kids from all over the world.



"Hey! We're the M-Gang. Devin, Jessie and Zach. We're characters at MaMaMedia. You'll be seeing a lot of us around here on the website, showing you some of the coolest stuff to make, play and explore--like the M-Gang Picks or the M-Gang Shout Out. (We made them ourselves.) We love computers, the Internet and especially MaMaMedia. And we're here to help you if you have any questions about computers, the Net or how to do anything on this site. Just email us!"

8.2 DigSIGs or Digital Signatures are hand-made characters that combine to create an electronic identity using the DigSig Zapper. With hundreds of heads, torsos, and legs, kids can choose their unique MaMaMedia.com identity from 400,000 variations. The characters are designed with a unique graphic style, based on hand-rendered illustrations; the “hand-made” quality communicates a distinctive humor and style, equally appealing to boys and girls. Over 1 million DigSIGs have been created since their launch in 1996.

Meet a Few of Our Favorite DigSIGs



Left: “**SpaceCasey**” is a 2-headed alien; Species: Alienopede; Special Power: 360 degree vision, ultra fast, super juggler.

Middle: “**BoyBot**” is a Gadget boy; Species: Humanoid; Special Power: extremely wired, stomach and eyeglass can transmit messages

Right: “**FlashFly**” is a Firefly; Species: Bug-o-saurus; Special Power: illuminating antennae can transmit messages, performs flying rescues.

8.3 THE WEBTALKERS are a special set of 5 characters featured in the MaMaMedia WebTalk activities. They speak the WebTalk language—a combination of cool phrases in the form of acronyms such as LOL (Laugh Out Loud), F2F (Face to Face), and CUL (see you later), and Emoticons, which are shorthand for conveying complex emotions using special characters found on a computer keyboard such as:

:-) ;-) O=:-o

The MaMaMedia WebTalk online game-series invites kids to indulge their love of communicating in secret languages and codes.

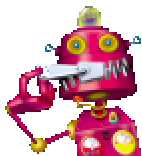


MEET THE WEBTALKERS



EUREKA

How to spell her name in WebTalk: **O=:-o**
The same way to say, "I've got a great idea!"



ZOID

How to spell her name in WebTalk: **:-X**
The same way to say, "My lips are sealed."



JESTER

How to spell his name in WebTalk: **LOL**
The same way to say, "Laugh Out Loud."



SPUDDY

How to spell his name in WebTalk: **;-)**
The same way to say, "Just kidding."



SPARKY

How to spell his/her name in WebTalk: **|-O**
The same way to say, "I'm bored."