



Ki-Kids™

empowering children



ESSENTIAL
MINDS 
El valor de los estímulos

Jump into the **MAGIK TUNNEL** and discover the world of **Ki-Kids!**

SYNOPSIS

1

The **Magik Tunnel of Ki-Kids** is a fun and educational animated series in which preschool children discover different professions and learn important values. In each episode our animated characters, the Ki-Kids, meet their humorous mascot, the giraffe Kuki, and their friend, the real-life teacher Mr. K, at their play space, the Kidoteca. There they become inspired to learn about the work that people such as a firefighter, doctor, or police officer, do every day.

Each episode has a duration of 24 minutes and may be broken up into three distinct parts.





Created by Roser Pujol-Gaja, a mother of two, Ki-Kids is an exceptional means of enabling children to learn about the world around them, especially the people they often pretend to be. By crossing between the real world and the play world, the program provides an ideal forum for learning that is both fun and entertaining.

2

CONCEPT

The world of the Ki-Kids is full of incredible adventures that begin within the play space of the Kidoteca and extend into the real world via the Magik Tunnel. While the Ki-Kids are having a good time, they are also learning English as well as important values such as compassion, respect, and cooperation.

The Ki-Kids DVD series and supporting products are an outstanding tool for parents and educators. They appeal to children's imagination and satisfy their innate curiosity about the world.



3

TREATMENT

The **Magik Tunnel** series contributes to three important areas of a preschooler's education:

- **Discovery of the world around them**

The series uses a unique blend of animation and live action, along with games to foster the imagination. The thoughtful narrative structure creates valuable learning through anticipation, repetition, magic, and humor. All set to delightful music that children enjoy singing again and again.

- **Understanding values and emotions**

By being introduced to people like the firefighter, doctor, astronaut or police officer, the preschool audience is inspired to think about honesty, respect, cooperation, perseverance, compassion, responsibility, self-esteem, and tolerance.

- **Introduction to basic English**

Since one of the characters, Kia, speaks English exclusively, throughout the series the children sing engaging songs that introduce them to English vocabulary.



Meet the Ki-Kids!

The stars of the series are Kio and Kia, a brother and sister who are happy, optimistic children between the ages of 3 and 6. Both are dreamers, and they like many of the same things, but each has a distinct personality.

The Ki-Kids also include: Pekas, a funny and bold redhead; Kate, an outgoing and inquisitive Asian girl and Denzel, an intelligent and gregarious African-American boy.

“¡Hola! Mi nombre es Kio.”

Kio

Principle character, animated

Favorite color:	Red
Native language:	Spanish, Catalan, or the language of the region where the series takes place.
Physical traits:	Latin appearance, with dark hair and tan skin.
Character traits:	Independent, impulsive, clever, imaginative, spontaneous and a little stubborn.
Behavior:	Sensible, jovial, and somewhat absent-minded. He is happy, curious, a good observer, analytical, and mischievous.
Activities:	Kio enjoys reading, music, wearing costumes, and playing with stickers. He likes to do everything himself and has a mechanical aptitude.
Sketch:	Kio is a good boy but mischievous. He is very funny and knows how to take advantage of a situation. Although he works hard at things, he is not organized and always leaves his toys lying around. He is very open, especially with Kia, but with adults he is often more timid.



“Hello! My name is Kia.”



Kia

Principle character, animated

Favorite color:	Blue
Native language:	English. She also understands the language of the region where the series takes place.
Physical traits:	Anglo-Saxon appearance, with blonde hair and rosy skin.
Character traits:	Optimistic, peaceable, even-tempered, sweet, sensitive, intelligent, and a good listener.
Behavior:	Prudent, responsible, and honest. Organized and practical, with a great curiosity about life.
Activities:	Pretending to be a teacher, wearing costumes and putting on shows. She can't stand having her things disorganized. She asks for help when she needs it. She prefers games without much physical activity.
Sketch:	Kia is a good girl. She is used to people confiding in her and she doesn't ignore anyone. At school her behavior is exemplary. Sometimes she feels afraid and wants her parents by her side.



Ki-Kids offers entertaining songs which include phrases in English and Spanish. The songs help to stimulate memory and reinforce the correct accent for the language. Children love singing and it motivates them to learn. They remember the words more easily when they are accompanied by music.

—Denise Marmelstein, Child Specialist, Children with learning difficulties and bilingualism

Pekas

Secondary character,
animated

Favorite color:	Green
Native language:	Spanish, Catalan, or the language of the region where the series takes place. Understands English.
Physical traits:	Anglo-Saxon appearance, with red hair. Always wears a bandage on her face.
Character traits:	Rebellious, independent, impulsive, adventurous, and assertive.
Behavior:	A free spirit, self-reliant, active, and adaptable to new situations. She is creative and bold, with an appealing personality.
Activities:	Playing outside, getting involved in everything. She prefers games with physical activity and gets along well with everyone.

“¡Hola! Mi nombre es Pekas.”





"In Ki-Kids, Essential Minds has created a fun and active learning experience for children. The videos provide a well-structured social and emotional explanation of the child's environment."

—James McGonagle, Specialist in children's education



“¡Hola! Mi nombre es Kate.”

Kate

Secondary character,
animated

Favorite color:	Purple
Native language:	Spanish, Catalan, or the language of the region where the series takes place. Understands English.
Physical traits:	Asian appearance, with dark straight hair.
Character traits:	Communicative, inventive, and a good observer.
Behavior:	Independent, and determined.
Activities:	Making things and playing computer games. She has also invented an educational game for children.

Denzel

Secondary character,
animated

Favorite color:	Yellow
Native language:	Spanish, Catalan, or the language of the region where the series takes place. Understands English.
Physical traits:	African-American appearance, with dark curly hair.
Character traits:	Brave, considerate, original, and creative.
Behavior:	Expresses himself with confidence and is a natural leader. He is gregarious and friendly and likes to help out his friends.
Activities:	He likes playing games with his friends, drawing and painting and coming up with ideas for new adventures.

“¡Hola! Mi nombre es Denzel.”





Kokie mascot, animated

Favorite color:	Orange
Native language:	She doesn't speak but makes herself understood with signs and gestures.
Character traits:	Prudent, positive, bright, friendly and calm.
Behavior:	Sophisticated, playful, and loyal. She is very proud of her height although at times it makes her uncomfortable around the children.

A man with dark curly hair, wearing a red zip-up hoodie over a light blue t-shirt and brown corduroy pants, stands in a colorful, cartoonish room. He is smiling broadly and gesturing with his hands. The background features a large light blue oval shape, purple walls with white circular patterns, and a floor with yellow and orange wavy stripes. To the right, there is a red ladder-like structure. In the background, a blue and orange object is visible.

“¡Hola niños! Mi nombre es Mr. K”

Mr. K's role in the series is that of friend, teacher, and role-model. He is admired and respected by the children. Mr. K knows how to listen to them and motivate them to learn. He is a great coach and is able to mediate situations to help the children think logically while developing their emotional aptitude.

Mr. K

Main and principle character, the live-action manager of the Kidoteca

Favorite color:	Green
Native language:	Spanish, Catalan, or the language of the region where the series takes place. Understands English and likes to sing in English.
Character traits:	Determined, happy, enthusiastic, imaginative. Mr. K has a terrific sense of humor and a respect for the care and nurturing of children.
Behavior:	Sensible, refined, and pleasant. He studied early-childhood education and he loves working at the Kidoteca. Through interesting situations and stories he contributes to the development of good values in the children.
Activities:	Mr. K loves his role as teacher and enjoys introducing the Ki-Kids to his real world Friends and helping them to learn about different professions as well as important values.



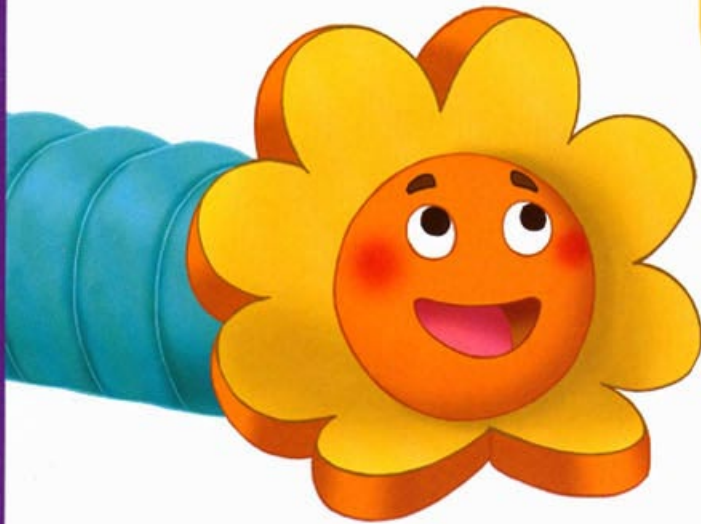


The magical world of Ki-Kids

Kidoteca

The Kidoteca is the home base for the Ki-Kids. There they have everything they need to get their adventure going! In the Kidoteca the children play, learn, experiment, and have fun together. They explore and express their feelings while gaining a sense of accomplishment in doing things for themselves. Mr. K helps them to understand the new worlds and feelings they are exploring.

The Kidoteca even has a fascinating glass dome in the ceiling that allows the children to see the sky, the sun, moon, and stars—and thus to dream! But most importantly, the Kidoteca is a safe place, a space designed and dedicated to the encouragement of children.



Magik Tunnel

The Magik Tunnel is as much a character in the series as it is a vehicle for the Ki-Kids to travel through time and space. The Magik Tunnel does not speak, but communicates with its expressive eyes.

The Magik Tunnel is a kind-hearted creature that enjoys magically transporting the children back and forth between their animated world and the real world where they meet the Friends of Mr. K who teach them about their professions and send them away with a life lesson too!



The real world and the Friends of Mr. K

The Friends of Mr. K use engaging facial expressions as well as their voices and body language to help the Ki-Kids to understand their feelings and the feelings of others. In addition to showing them the responsibilities involved in their work, the adults teach the children important values like teamwork, patience and good manners.

Because children naturally trust in their own abilities until at least the age of seven—presenting positive experiences of the real world, as in the **Magik Tunnel** series, contributes to the development of an outlook that is healthy and well-adjusted.

The Friend	What the Friend teaches us
Firefighter	Teamwork and solidarity
Doctor	Empathy and friendship
Chef	Speaking and listening effectively, good manners
Mail Carrier	Perseverance and accepting mistakes
Astronaut	Tolerance and the spirit of adventure
Police officer	Courtesy, respect, and trust
Painter	Creativity, laughing at oneself, and expressing feelings
Farmer	Discipline and responsibility
Musician	Discipline and self-expression
Athlete	Discipline and teamwork
Mechanic	Concentration and curiosity
Marine Biologist	Patience and dedication
Pilot	Concentration and good manners



Ki-Kids empower young English language learners by giving them choices, respecting their wishes and teaching them concepts related to feelings and behavior.

How Mr K and Friends help teach young children

Mr. K and Friends use the **emotion-coaching** method of teaching throughout the series.

This process involves giving the child enough information to use and then building on each small success. It boosts the child's confidence and helps them to reach the next level of competence.

Mr. K and the Ki-Kids speak directly to the camera in a measured, gentle pace that's easy for young children to follow. This quiet and soothing tone used by the characters is perfect for teaching young children complex concepts having to do with feelings and behavior.



Storylines

There are six DVD's in the Ki-Kids series. Each episode is filled with engaging music and songs, providing the perfect vehicle to introduce children to English as second language.



1. Discovering the Firefighter: Bomberos

"When I grow up I want to be a firefighter," is a phrase that many of us have heard in our own homes. Children are drawn to the trucks, the uniform, the equipment, and the noise of the siren. In this first episode, the Ki-Kids learn what a firefighter does besides put out fires. And they learn the importance of helping each other—all in the context of an entertaining story with Mr. K as their guide.

SAMPLE LESSON: *How many colors do you know in English?*



2. Discovering the Doctor: Médicos

Children respect and sometimes fear doctors. In this episode, our main characters learn to be patient, to put themselves in others' shoes, and to overcome their fear of visiting the doctor's office. They realize the importance of cooperating, of being a good friend, and in trying to understand the feelings of others. **SAMPLE LESSON:** *Do you know the days of the week in English?*



3. Discovering the Chef: Cocineros

The Ki-Kids help two little kitchen utensils find their way to the kitchen of a well know chef. And they get to help the chef prepare a wonderful meal for a king that is visiting from a far away place! Children learn how a chef shows respect to their guests by paying attention and listening.

SAMPLE LESSON: *Can you name any feelings in English?*



4. Discovering the Mail Carrier: Carteros

Receiving a letter in the mail is magical for a child. Through imagination and real-world exploration, the Ki-Kids discover the wonder of the postal system. They also learn the importance of being responsible and persevering—come snow or sun and learn the importance of keeping in touch with family and friends. **SAMPLE LESSON:** *Can you count to ten in English?*



5. Discovering the Astronauts: Astronautas

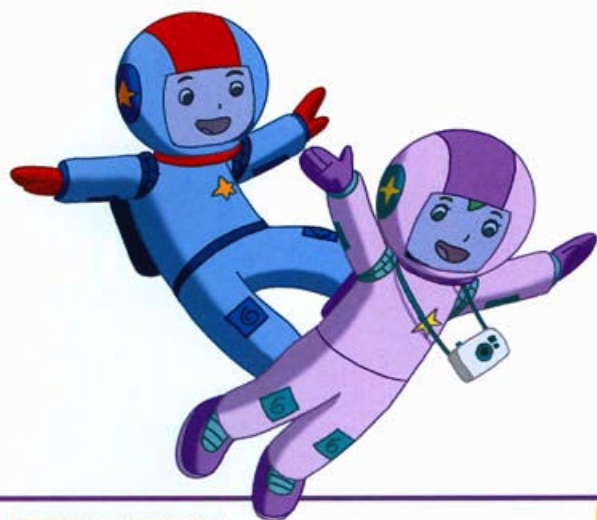
Astronauts work together to gain and share their knowledge of space. This spirit of adventure and discovery delights young children and sparks their imagination. In this episode the Ki-Kids learn the importance of being brave, of cooperating and working together with people of different races and cultures. The Ki-Kids also meet a new friend who shows them that only by respecting others will they be respected. **SAMPLE LESSON:** *Can you name the planets in English?*



6. Discovering the Police: Policías

The police provide a service to society by making sure everyone follows the rules. They help to keep us safe and teach us to be good citizens. Police officers work as a team and treat the people they meet with respect. Everyone knows if you need something, ask a police officer!

SAMPLE LESSON: *Sing along with us, "Follow the Rules."*



Ki-Kids
DVD's are
available for
licensing.

TECHNICAL INFORMATION

Format: 13 episodes x 24 minutes

Target: Ages 2–6

Style: 2D Animation integrated with real image over 3D background

Budget: US \$125,000 per episode

Demo: Available

Status: 6 episodes produced and being commercialized in Spain and Portugal

Delivery: Searching co-production opportunities for television

Color Design: RGB

Animation: Traditional and digital

Drawings: from 14,000 to 16,000 cells per episode
Integration and special effects

Bg 3D: Maya

Ink & Paint: Toonz

Composing: Toonz and Combustión

Edition: AVID Adrenaline or AVID Symphony

Mix and sound effects: Pro-tools 6

Format: Standard Pal 720 x 576, 3 x 4 standard EBU

Render: tga or tiff

Each episode includes a report of all the angles and camera shots (approximately 250 per episode). Since the background is 3D, we have an exact positioning for the characters and real actors, making it possible to change the locale to suit.

CREDITS

Concept by: Roser Pujol-Gaja

Executive Producer: Essential Minds S.L.

Realization: Essential Minds, S.L.

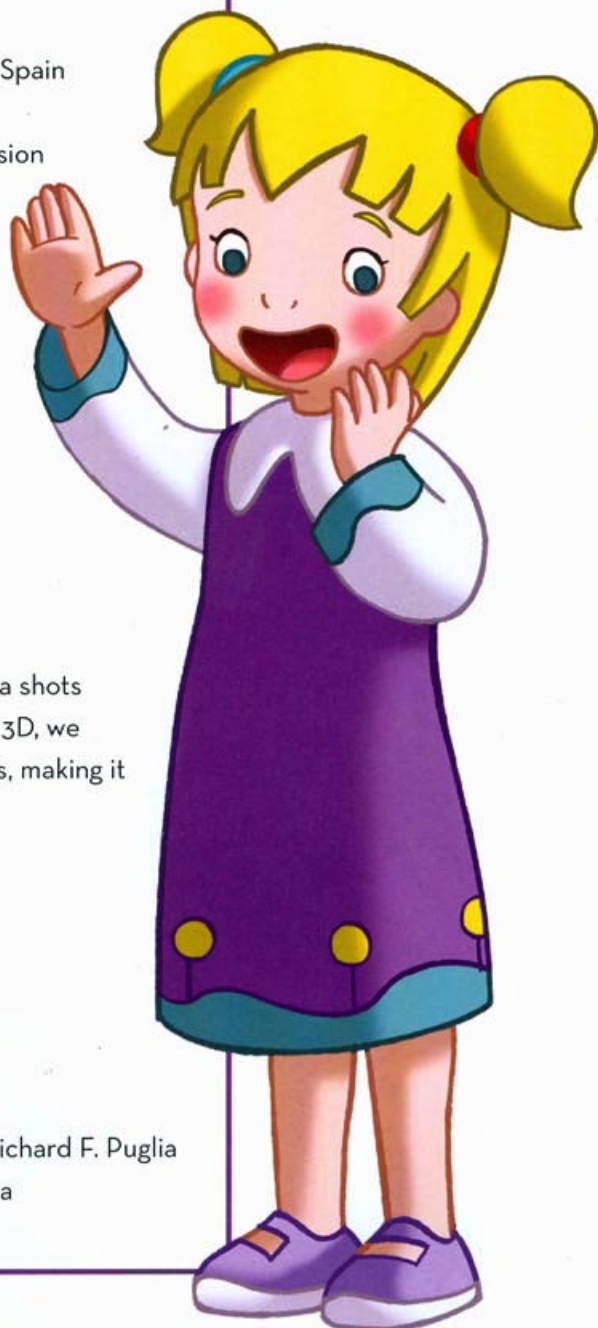
Director Child Specialist' Team: Sílvia Gallostra Salabert

Scripts: Roser Pujol-Gaja

Scripts collaborations: Sharenne Azimi, Scott H. Tornek, Richard F. Puglia

Music, composition and arrangements: Oscar Larios Perea

Words and songs: Roser Pujol-Gaja





You can count on Ki-Kids—

You don't have to take our word for it, we've sought out the feedback and guidance of child professionals, parents, teachers and gatekeepers to ensure that the lessons and values presented by Ki-Kids meet the social, emotional and intellectual needs of young children.

Ki-Kids Advisory Board of Child Specialists

M^a Luisa Ferrerós is a child psychologist that specializes in neurology. She holds a Masters degree in sleep disorders by the Dexeus Institute, Barcelona. Ferrerós is a professor at the University UPC and collaborates with *TV Magazine* at Telemadrid and with the parenting magazine *Tu Bebé*.

Denise Marlmestein is a child psychologist that specializes in learning disabilities and bilingualism.

M^a Carmen Fortes del Valle is a Doctor in Psychology and professor of the Department of Evolutionary Psychology at the University of Valencia. She is a renowned expert in child development with a focus on children with special educational needs.

Noemí Suriol is the co-founder of the Lenoarmi Method for children. She is currently the director of the Lenoarmi Center in Barcelona. A physiotherapist, she specializes in infant development.

Denise Zarruk Vargas is the founder and director of the day care center "The World of Mozart". She is an expert on implementing "Quality" models at learning centers. Her school has been selected in the national newspaper, *El Mundo*, as one of the 200 best nursery schools in Spain.

Gilda Beraha Davidov is a sociologist and Gestalt therapist. She holds a Masters degree in the management of educational centers. With 18 years of experience in early childhood education in Venezuela, she is the founder and creator of the International Day Care Center "Noah's Ark" in Barcelona, Spain.

Verónica Bronstein is a child psychologist and the general manager of the Infancy Institute of Barcelona. She is also a professor at the University Ramon LLull Blanquerna of Barcelona.

Dr. Pou is the Chief Doctor of Pediatrics at the children's Hospital, San Joan de Deu of Barcelona

M^a Isabel Beltran Margarit is a Doctor of Nutrition specializing in children's diets and nutrition.

Our research proves it!



Read what people are saying about Ki-Kids.

"The DVDs offer the chance for children to sing along with the video. This strengthens reading and writing skills as the children can see how words are written in two languages. Ki-Kids is therefore an excellent teaching tool. It provides early stimulation and at the same time it fosters several cognitive skills, especially, bilingualism."

–Denise Marmelstein, Child Specialist, Children with learning difficulties and bilingualism

"In Ki-Kids, Essential Minds has created a fun and proactive learning experience for children. The videos provide a well-structured social and emotional explanation of the child's environment."

–James McGonagle, Specialist in children's education

"We liked the *Magik Tunnel* DVDs very much because the children never get bored while they are watching them. They love the songs. They sing them and have almost learned them all by heart. The level of English and Spanish is ideal for us. The children are learning a lot, and after the first time they saw the DVDs, they immediately wanted to see them again. It's a wonderful experience for both teachers and children."

– Carolina, Adalid Meneses de Castilla School

How does Ki-Kids help children to learn a second language? In educational psychology, we say that there are basically two groups of strategies in learning: support strategies and processing strategies. The Ki-Kids products are excellent support strategy materials because they are based on play and motivation. Play, exploration, magic, etc, are fundamental elements in this collection.

–M^a Carmen Fortes del Valle, Doctor in Psychology, Chair of the Department of Evolutionary Psychology and Education, Valencia University.

"From their very first day, children relate to their environment, and as both parents and adults we should make the most of every moment of the day to enrich their development and awaken their pleasure in learning. Ki-Kids is a tool that reaffirms values; it helps children learn daily realities and develop linguistic skills. It encourages them to actively participate and develop positive attitudes. If children watch the *Magik Tunnel* DVDs, they will know what the real world is like and can use the knowledge to be more creative in their play, to make associations and gain security in their relationships with the world and with others.

–Noemi Suriol, Director of the Leonarmi Preventative Integral Education Centre, Barcelona



ABOUT ESSENTIAL MINDS www.essentialminds.com

Essential Minds is the leader in the Spanish market for the sales and distribution of audiovisual edutainment products for preschool children. Our products make children feel happy and create memorable experiences families can share.

At Essential Minds we believe that all children have enormous potential, and that parenting is both a responsibility and one of life's most rewarding experiences. We know that we can't turn our backs on technology and the best option is to use and control it as a medium to support the education of our children. We specialize in educational programs that consist of videos, DVDs, musical recordings, books, discovery cards, puppets, toys and games. Our products are created for infants to children age six.

All the brands that we represent, both our own and those exclusively licensed to us, are based on three basic pillars for the appropriate development and maturing process of little ones:

- 1. Encouraging their experience and understanding of emotions**
- 2. Interacting with their environment and parents or teachers.**
- 3. Creating happiness and captivating their imaginations**

ABOUT THE CREATOR

Leveraging her talents and expertise in marketing, sales management, public relations, promotions and network marketing, Roser Pujol-Gaja founded Essential Minds in 2000. Headquartered in Barcelona, Spain, the company specializes in developing, marketing and launching educational products and services for children.

Among her notable achievements, as General Manager, Roser has dynamically increased the sales and profits of her company 10 times within a 4-year period, served academia as a professor, authored numerous articles and designed winning marketing campaigns.

With a high degree of personal integrity, self-discipline and professionalism, Roser maintains a strong focus on client satisfaction, and intends to propel the company to a worldwide leadership position in supplying interactive educational products and services for preschool children.

Roser holds a Master of Business Administration in Economics and a Bachelor of Science in Economics and Business Administration. She is the mother of two children, and enjoys spending time with her family.