



Wyland's World

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Beneath the sparkling waves, an amazing world awaits:

"WYLAND'S WORLD"

Internationally acclaimed marine-life artist Wyland has used his masterful brush to create lovable animated characters for children.

26 half-hour episodes of this ground breaking new family series brings the undersea realm to the small screen in a way that has never been done before. High-definition live action footage of undersea animals like humpback whales, bottlenose dolphins and sea turtles, is seamlessly merged with our 3D animated underwater friends that live in Wyland's World.

Our characters - Delphi the curious Dolphin, her playful best friend Otter C. Otter, Crusty the curmudgeon yet loveable turtle, Sammy the tough shark with the soft heart, and Wild Bill, a fast-talking mischievous marlin, are our hosts. It is through their adventures and misadventures that we gain new insight to the ocean and its incredible creatures.

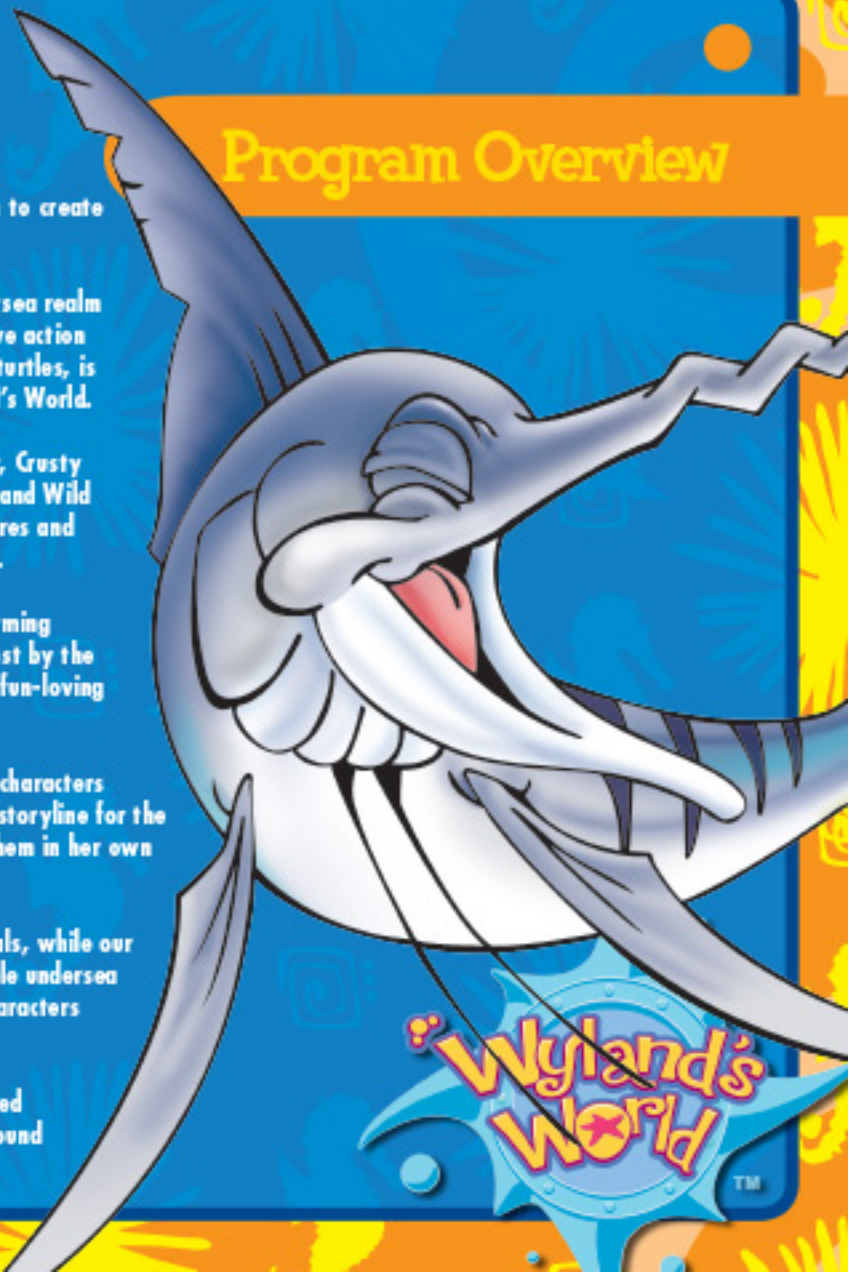
The story structure provides a platform for our characters to showcase their charming personalities. The audience, 3 through 6 year olds, are engaged first and foremost by the very special characters. The educational aspect of the show is indigenous to the fun-loving storylines.

Each episode focuses on a particular undersea animal. For instance, our animated characters meet a singing whale. Delphi the dolphin has a deep desire to sing. This sets the storyline for the episode, as Delphi learns how and why whales sing, and gains inspiration from them in her own quest for the joy of singing.

Within these entertaining fictional storylines we learn real facts about real animals, while our characters interact with the animals of the sea. Hi-def live images of the incredible undersea world enhance the sense of wonder about the environment in which all of our characters reside in.

By the end of each episode, our characters have had an amazing adventure, learned valuable life-lessons, and gained important knowledge of the creatures that surround them in Wyland's World.

Program Overview



Wyland Bio



Marine Life Artist Wyland has earned the distinction as one of America's most unique creative influences, and a leading advocate for marine resource conservation. An accomplished painter, sculpture, photographer, and SCUBA diver, he has traveled the farthest reaches of the globe for more than twenty-five years, capturing the raw power and beauty of the undersea universe.

His renowned non-profit Whaling Wall mural project — an epic series of more than ninety-one life size marine life murals — spans twelve countries on four continents, and is viewed by an estimated 1 billion people every year. The artist's conservation and education efforts have been recognized by the United Nations, Sierra Club, the Underwater Academy of Arts and Sciences, and private and public institutions throughout the world.

Hailed a "Marine Michaelangelo" by USA Today, Wyland collectors today number in the millions and his galleries throughout the United States are considered a must-see on the itineraries of travelers everywhere. Perhaps, most importantly, his non-profit Wyland Foundation, in partnership with the Scripps Institution of Oceanography, is actively engaged in alerting millions of students around the world to become caring, informed stewards of our oceans, rivers, lakes, streams, and wetlands.

Wyland Accomplishments

Awards

- Greenpeace Award, 1985
- Who's Who in American Art
- 1991 Paloma Award – Los Angeles Society for Prevention of Cruelty to Animals
- Guinness Book of World Records, Largest Mural, March, 1992
- Congressional Tribute to Wyland – 103rd Congress of the United States
- The Inc.500: "The Fastest-Growing Private Companies"
Wyland Studios, Inc. Magazine (September, 1995)
- United Nations "International Year of the Ocean", 1998.
First day of issue official stamp envelope.
- NOGI Award, Underwater Arts & Sciences, January, 1999
- Honorary Doctorate / Humanities 2001 - American Intercontinental University, Atlanta, Ga.
- John M. Olguin Marine Environment Award, 2002 - Cabrillo Marine Aquarium, San Pedro, Ca
- Honorary Chairman, Orange County March of Dimes, WalkAmerica 2002
- Official Artist - Dive Equipment Marketing Association (DEMA) Trade Show, Las Vegas, 2002
- Artist in Residence, Academy of Underwater Arts & Sciences, 2002

Television Features

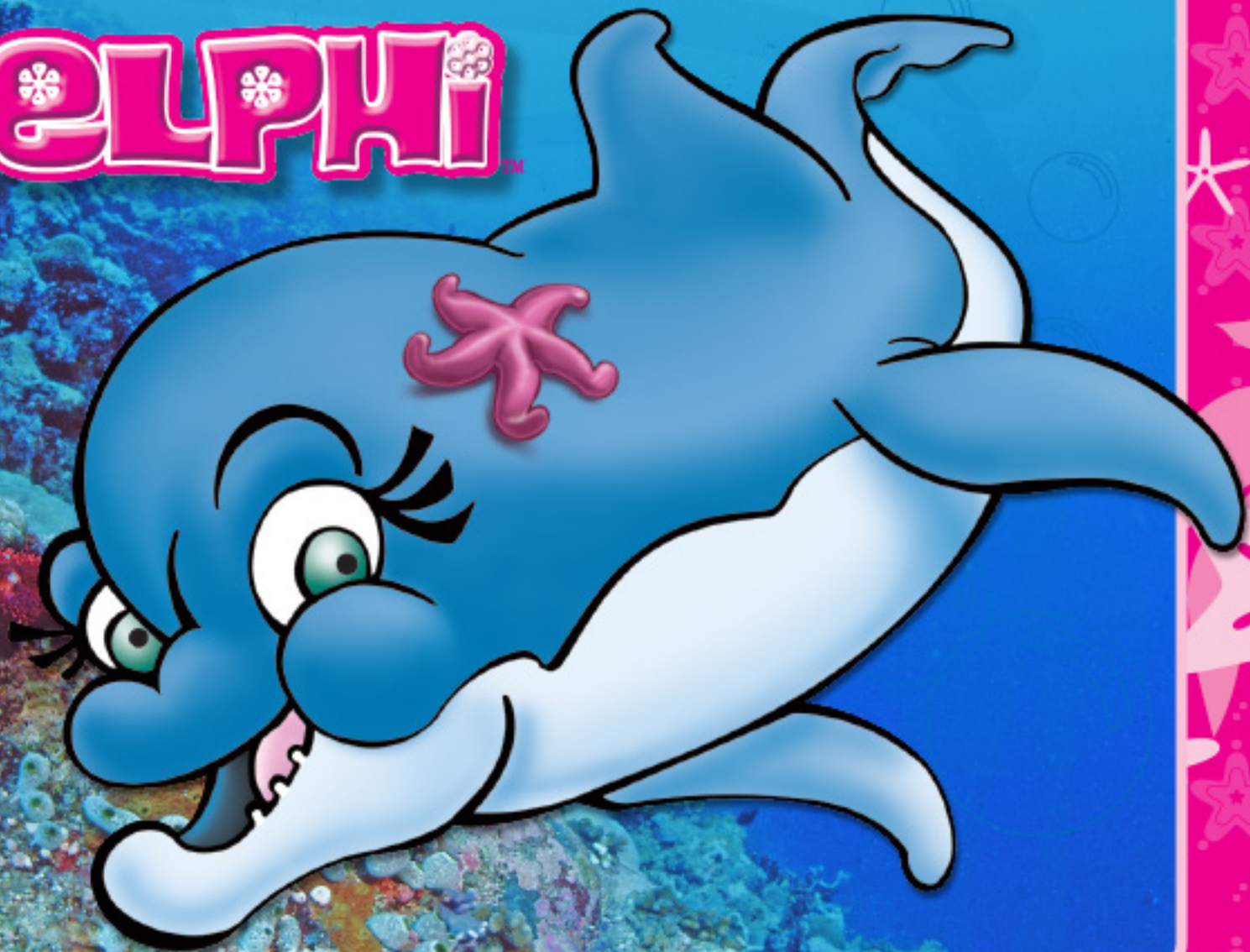
- NBC-National, ABC-National, CNN (world feature), A&E, PBS
- Wyland's Ocean Planet – Discovery's Animal Planet (13 episode series)
- Outdoor Life Network – (13 episode series)
- QVC – 2 hour specials (Wyland 7th Anniversary Show)

Books

- America's Artists, Artists of Wyland Galleries ©2004
- Spouty and Friends, An underwater journey through the A. B. Seas ©2004
- Chicken Soup for the Ocean Lover's Soul (co-author) © 2003
- Wyland: Artist of the Sea © 2002
- Wyland: Ocean Wisdom © 2000
- The Undersea World of Wyland © 1998
- Wyland: The Whaling Walls © 1997
- Whale Tales © 1995
- The Art of Wyland © 1992




DELPHI



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Delphi



AGE: 6 years old

As a dolphin, Delphi has the highest raw intelligence of the cast. Her young age, inexperience, and persona make her appear a little naïve. But she doesn't want to be treated like a baby. Using her innate intelligence, Delphi can usually get herself out of trouble, learning a valuable life lesson along the way.

Delphi is never afraid to ask questions. Hers is the voice through which many children's questions are asked about the underwater world, social relationships, and life. She is an entry point for our audience and will always address the things about which children are curious and excited.

Delphi often sees amazing "real" underwater events that no one else witnesses... coral blooming, mantas mating, or seals playing. She is always extremely excited to learn more about these events. Crusty the Turtle, in all his years, has also seen many of these things, or at least has heard of them. Crusty loves Delphi, and always takes the time to listen to her experiences and to teach her the ways of the ocean. Their relationship is a beautiful example of how a young person can learn from an older person.

Delphi has a brother/sister type relationship with Otter. Through them, we deal with many brother/sister challenges, like enjoying each other's differences, and learning the power of saying, "I'm sorry."

Key Words for Delphi

- Innocent
- Curious
- Intelligent
- Honest to a fault
- Proud - doesn't like to be babied
- Confidence issue - but she always succeeds in the end
- 'Let's find out!'



Wyland's
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OTTER
C. OtterTM





AGE: 7 years old

Otter is a well-adjusted, happy-go-lucky, fun-loving surfer. He has a great outlook on life and always sees the positive angle on things. He comes from a great family of otters, wonderful parents whom he adores.

Otter is all about having a good time. He shows this in every decision he makes. While Delphi wants to observe and learn about the animals they share the sea with, Otter wants to engage them in play right away.

Otter is the male counterpart to Delphi. And the other voice through which most children's questions are asked about the underwater world, social relationships and life. He is an entry point for young boys and will always address the things about which they are curious.

Otter and Delphi regularly spend time on the surface, so that air breathing sea creatures and birds are also part of Wyland's World. Of course, Crusty can venture there, too.

On the surface, Otter enjoys lounging on his back in the sun, cracking abalone on his belly, surfing in the swells, and doing a lot of splashing! He regularly returns "home" to hang out with his family - a group of real otters who live in the Kelp Forest. When Otter is not with his family, he keeps a piece of giant kelp tucked in his pouch, a security blanket which he can wrap himself in at any time.

Otter is a warm blooded mammal and always has cold hands and feet and often needs to warm them. He can dive to 300 feet, has a cache of everything in his pouch and can pull something out at any time. At times he digs so deep into his pouch that all we see is a ball of fur with hands and legs stretching out of his skin. He always has the munchies and needs to feed his belly, often pirating food from the other creatures in the sea, big and small.

Key Words for Otter

Confident - sometimes overconfident
Resourceful for everything except what is needed
Jumps right in
"Check ya later!"

Fun loving
Playful
Cool
Hungry

Otter C. Otter



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Crusty™





AGE: 175 years old

Crusty is the oldest character in Wyland's World – by far! He plays the grandfather role, and is the patriarch of the reef. He has the distinguished, gravelly voice of an older man. Crusty is a lovable curmudgeon – He's a poet. A philosopher.

Crusty's enormous wealth of life experience allows him to play the fool while actually taking charge. He often takes the frail old man persona in reality - he is as sharp as a tack. His wisdom not only brings the others knowledge, it often gets the gang out of sticky situations. Crusty embraces his narcolepsy. "Nothing like a good nap!"

Crusty might seem a bit gruff like he hates to be bothered, but in fact he is more than willing to share his knowledge and experiences with the younger cast. Crusty's humor is dry and much of his comedy comes from his vast enlightenment and grumpy attitude.

Crusty occasionally sees something in the "real" underwater world which is so spectacular, so moving, that he bursts into song - reminiscent of "What a Wonderful World". Often interrupted, usually by the country rocking, oblivious, Wild Bill. This leads Crusty to retreat into his shell, becoming very grumpy. Dagnabbit!

Crusty is always regaling the others with stories of "How it used to be" and the young characters are enthralled. These "When I was growing up..." tales give Crusty a chance to lend his perspective on the latest adventure or personal crisis. Crusty shows how wonderful and fun-filled the relationship between youngster and older can be.

Key Words for Crusty

- Lovable curmudgeon
- Scholar
- Scowler
- Crooner
- Experienced
- Realwise
- Narcoleptic
- "Why I remember when..."



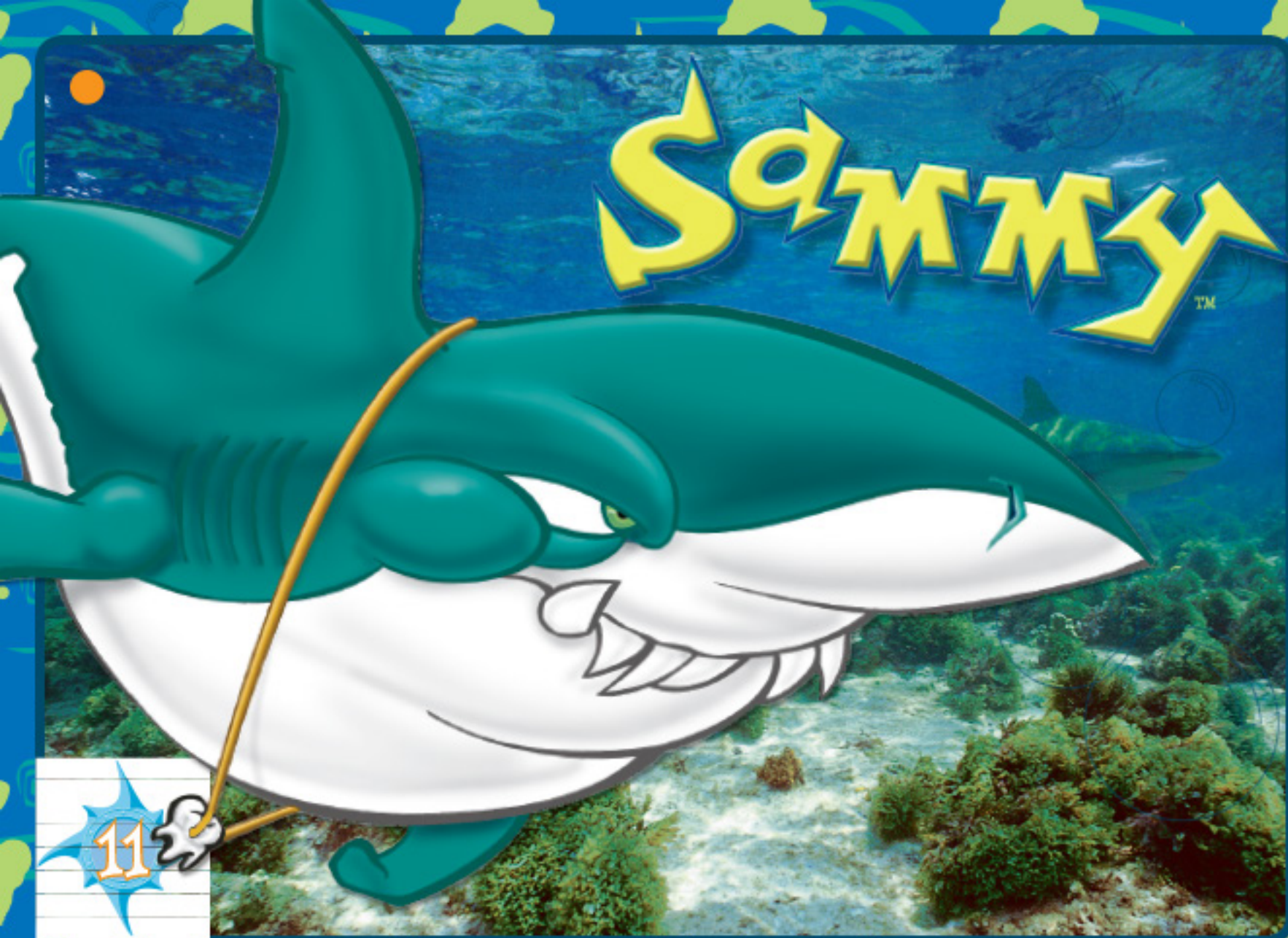
Crusty



Wyland's World

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SAMMY™



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AGE: 9 years old

Sammy is the tough guy on the reef, or at least he would like everyone to think so. Underneath, he's a big softie.

Sammy swaggers a lot and talks about himself in the third person. "Sammy doesn't care about his birthday...which is next week. Sammy doesn't like birthday cakes or presents, either...unless you just can't help yourselves." Sammy's monologues always start out sounding tough, but by the end we see through his facade and find he's actually warm hearted and sentimental inside.

Sammy is constantly making up ridiculous names for himself. Every episode, it's something different. "They call me Sammy the Hammer, Sammy Tough Tooth, and Smilin' Sammy". He likes to tell wildly elaborate stories about his machismo, and the dangerous deeds he does. All of them are untrue.

Sammy wears a human tooth around his neck and often makes allusions to when he took this "trophy", beaming with pride at the "memory". The reality is that Sammy found the tooth by an old shipwreck.

This self-absorbed shark often reminds the other characters that he is the "top of the food chain" but no one buys it. His big heart always shows itself, though he does his best to hide it. A self-ascribed loner, when things become too tough for this braggadocious tough guy, he quickly retreats back into the lonely shipwreck he calls home...and his Teddy Bear made of sponges.

Key Words - Sammy

Misunderstood

Insecure

Braggart

"Top Of The Food Chain"

"Sammy doesn't do singing (or baby sitting, or dancing)."

"Not that I was listening (or watching)."

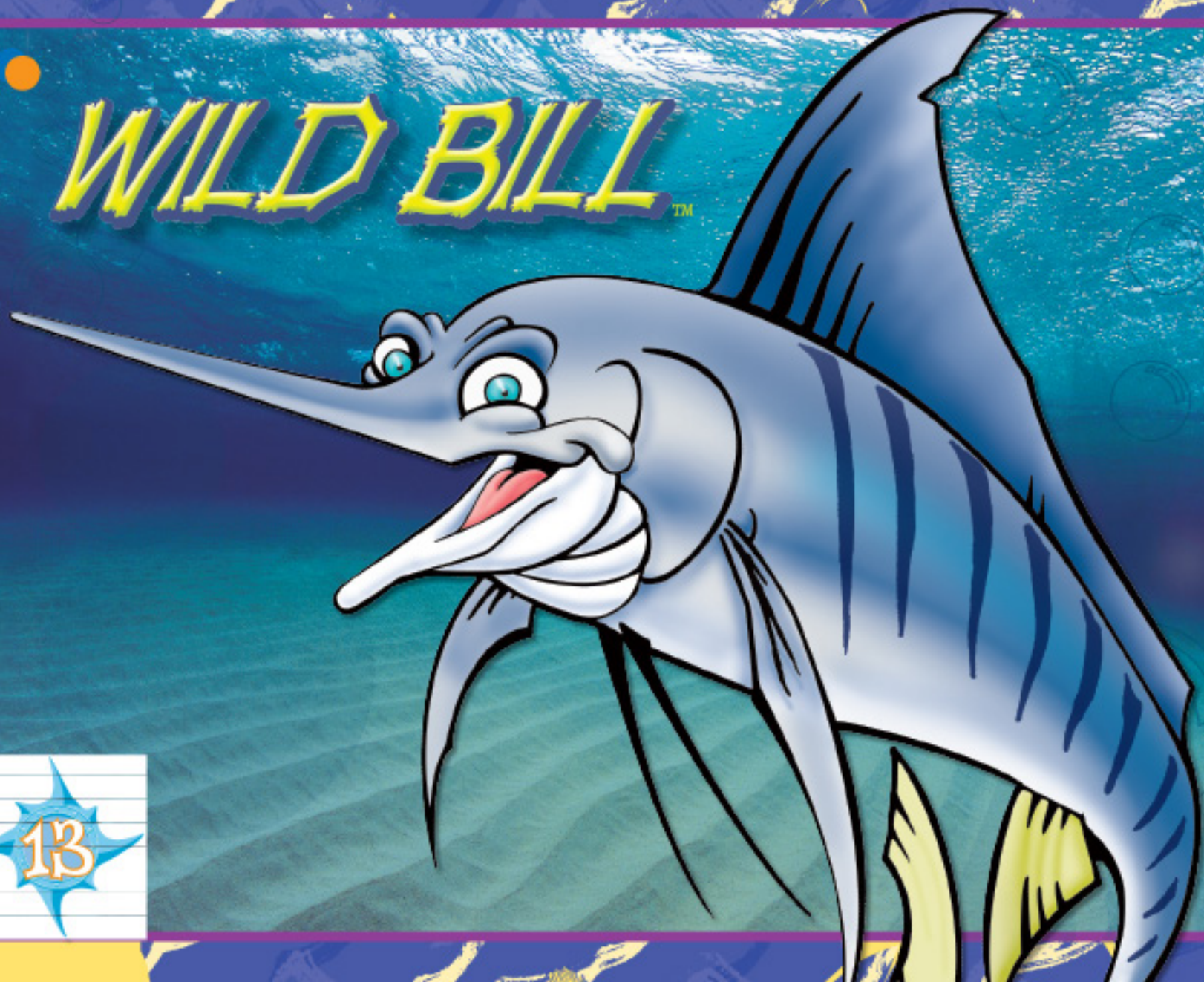


Sammy



Wyland's
World™

WILD BILL™



13

AGE: 8 years old

Wild Bill is, in a word, NASCAR boy. He is a whirlwind of energy, racing around Wyland's World at breakneck speed. He is totally oblivious, very silly, and not the sharpest Filefish in the shed. Wild Bill's humor comes from his out of control fast swimming and the mistakes he makes. He regularly mispronounces words and always gets facts wrong because he's in such a hurry all the time.

Wild Bill leaps before he looks and often runs into things leaving him stuck, bill first, in the reef or the hull of a sunken ship. "A little help?" is a phrase he is forced to say repeatedly to enlist the aid of Delphi and the others to get him out of these sticky situations. His bill often ends up on the wrong side of his mishaps, ending up curled in a coil, burnt to a crisp, or folded like an accordion.

He's so anxious to get going, he'll zoom off before the others finish their sentences. Whenever he is on the go, Wild Bill likes to make exaggerated race-car noises, growling through his gears, and screeching when he hits the brakes. These self-created sound effects add to the general cacophony which always surrounds him.

Wild Bill's best friends are Delphi and Otter, who never seem to be put off by his impetuous antics, and are always there to lend a fin to the accident prone Wild Bill.

Key Words - Wild Bill

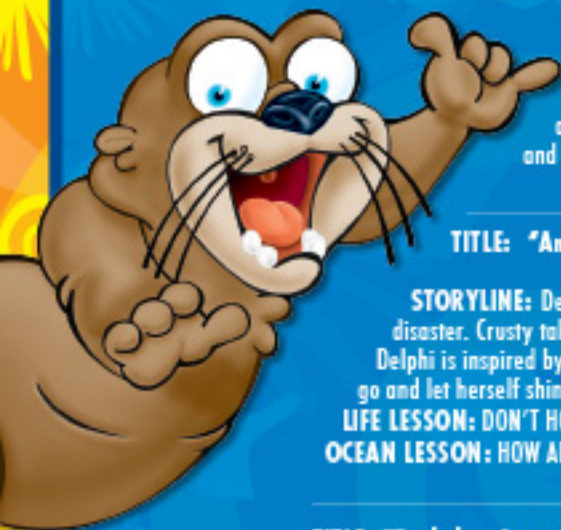
Oblivious
NASCAR Boy
Mischievous
Anxious
Slapstick - visual comedy
Impetuous
Accident prone
"A little help?"

Wild Bill

Wyland's
World

TM

Storylines



The main goal in all of the Wyland's World storylines is entertainment. The educational aspect of the show is addressed on two fronts. First, each story has an easily identifiable Life Lesson, similar to the underlying teachings found in classic children's fables. Examples are: Always believe in yourself. If at first you don't succeed, try, try again. Practice makes perfect. These are basic lessons, which parents want to instill in their child.

The other educational aspect is the Ocean Lesson. The series creates a sense of wonder and amazement about the ocean and its inhabitants. Each story revolves around a particular live action animal or habitat in which our characters interact with or ask questions about. Crusty, our elder turtle, breaks the fourth wall in each episode and addresses the young audience through his "Underwater Window," a portal that opens and graphically answers questions regarding the ocean and it's creatures.

TITLE: "Am I in Tune?"

STORYLINE: Delphi has heard the other characters sing and has a deep desire to sing as well. But her attempts have always been a disaster. Crusty takes her to see a humpback whale sing. Crusty teaches her (and us) the amazing facts about the humpback whale's song. Delphi is inspired by the whale, and is surprised to find out that the whale used to be shy about singing just like her! Delphi learns to just let go and let herself shine, just like the whale did.

LIFE LESSON: DON'T HOLD BACK. LET YOURSELF GO.

OCEAN LESSON: HOW AND WHY HUMPBACK WHALES SING.

TITLE: "Rockabye Sammy"

STORYLINE: Sammy keeps waking up far from home and face-to-face with one of his bewildered friends. He tries to stay awake, but eventually he falls asleep, and wakes up facing Delphi, then Otter, then Wild Bill, who wake up startled by Sammy's presence and ask, "Sammy! What are you doing here?" Each time, Sammy makes up some silly excuse for his unintentional nocturnal roaming. Delphi tries to help him, but he refuses to discuss his sleep swimming problem. It makes him feel foolish, and Sammy doesn't do foolish. Finally, Delphi asks Crusty to talk to Sammy about it. When Crusty asks if there is something Sammy wants to ask him, Sammy puts on his tough guy act and pretends that everything is fine, but we know different. The next morning, Sammy wakes up facing a sleeping Crusty. When Crusty wakes up, he nearly has a heart attack! But this helps Crusty figure it out. He tells Sammy that all sharks must keep moving, even when asleep. It's how they get air into their blood. Sammy is very relieved, and he learns that he shouldn't be afraid to ask questions. It's the best way to get answers.

LIFE LESSON: DON'T BE AFRAID TO ASK QUESTIONS.

OCEAN LESSON: SHARKS MUST KEEP MOVING, EVEN WHEN ASLEEP.

Storylines

TITLE: "Hypnotized!"

STORYLINE: Crusty has taken the kids to a new reef and has warned them off the colorful, fascinating cuttlefish which can hypnotize other fish. Wild Bill takes off on his own, runs into a cuttlefish, and promptly gets hypnotized. While Wild Bill performs strange "under hypnosis" acts, Crusty and the others search for the cure - a cuttlefish egg - to unlock the spell.

LIFE LESSON: DON'T TALK TO STRANGERS

OCEAN LESSON: CUTTLEFISH

TITLE: "Top of the Food Chain?"

STORYLINE: Sammy is a total scaredy-cat, afraid of almost everything that moves. While he keeps his tough guy charade up for Delphi and Otter, Crusty isn't fooled. But when a really mean shark comes into the area, Sammy's bravado is put to the test. Sammy is forced by circumstance to lead the others to safety and face off with the shark! Sammy chants to himself "Top of the food chain, top of the food chain" over and over as he musters up the courage to venture out and face the shark - which upon seeing Sammy, immediately darts away in fear! Sammy, his friends, and our viewers, learn that it's okay to be afraid. It's nature's way of making us wary of danger.

LIFE LESSON: DON'T BE AFRAID TO BE AFRAID.

OCEAN LESSON: SHARKS - CHICKENS OF THE SEA!

TITLE: "Crusty goes to Turtle Town"

STORYLINE: Crusty has seen a lot of things in his day, but he's never seen baby turtles hatch, and shows little interest in this extremely moving event. Otter and Delphi convince him that he's gotta see it! Crusty feels it's silly for an old turtle like him to be running off on an adventure like this. It ends up being a life changing experience for him. He's entranced by the female turtle laying eggs on the beach at night. He then watches a new brood of baby turtles boil out of the sand and becomes an adorably worried "father" figure as he helps them all get out to sea safely.

LIFE LESSON: YOU ARE NEVER TOO OLD TO LEARN

OCEAN LESSON: SEA TURTLES - BIRTH



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Storylines

TITLE: "Dolphins is Dolphins!"

STORYLINE: Wild Bill, Delphi, and Otter are playing hide and seek. While they are playing, Delphi spots several different species of dolphins, and begins to notice the differences between them and her. She gets obsessed about it and goes to find Crusty. Crusty helps Delphi search through different species of dolphins, to find her own kind. Along the way he teaches her that its not about what shape, size or color of dolphin she is. It's what's on the inside that counts. And the fact that we all look different makes life exciting.

LIFE LESSON: VARIETY IS THE SPICE OF LIFE.

OCEAN LESSON: DOLPHINS BIG AND SMALL

TITLE: "Surfari!"

STORYLINE: Otter is having a ball surfing and Delphi wants to join him, but she's scared of the big waves. Otter says he'll teach her how, but she's still worried. She asks all kinds of questions about waves, but Otter says he doesn't build them, he just rides them. Crusty comes along and tells Delphi that as a dolphin she's a born surfer. They go look at all the different animals that surf (seals, pelicans, dolphins). Delphi's confidence grows as she sees how many animals like to play in the waves. With Otter and Crusty by her side, Delphi conquers her fear and learns to surf.

LIFE LESSONS: BELIEVE IN YOURSELF/COURAGE.

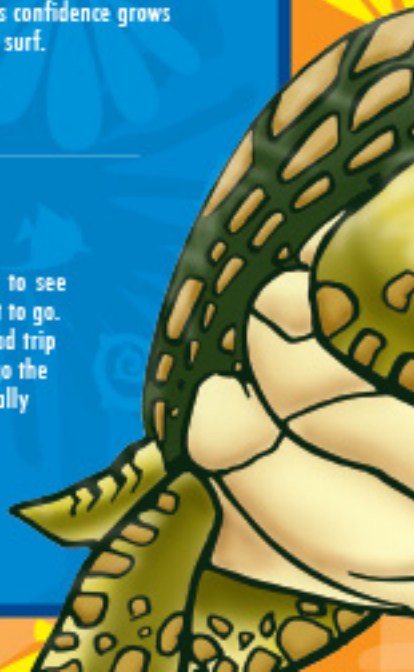
OCEAN LESSONS: ANIMALS THAT SURF/WAVES

TITLE: "Are We There Yet?"

STORYLINE: Otter, Delphi, and Wild Bill are playing together when giant shadows begin passing over them. They look up to see humpback whales cruising by. They get Crusty who explains that the whales are heading for Hawaii to have babies. The kids want to go. Crusty warns them that its really far, but they insist. Crusty harnesses Wild Bill who tows him along. It turns in to a lengthy road trip with Otter and Delphi whining and fighting the whole way like brothers and sisters in the back of a car. But Crusty makes them go the distance. Otter and Delphi are rewarded when they witness amazing scenes of newborn humpbacks and their mothers. It was totally worth the trip!

LIFE LESSONS: FINISH WHAT YOU START. PERSEVERANCE PAYS.

OCEAN LESSONS: HUMPBACK MIGRATION/MOTHER AND CALF RELATIONSHIP



Storylines

TITLE: "A Drop of Prevention"

STORYLINE: Crusty has told Otter not to go playing in the dangerous holes on the reef, and to quit stealing everybody's food, it's going to get him into trouble one day. But Otter ignores his advice and continues to push the envelope in the name of fun. Alas, he tries to steal a moray eel's meal and gets caught, and the eel is not amused. Delphi hurries to get Crusty who talks the eel into letting Otter go. Turns out both Crusty and the eel are elders who feel it's their destiny to teach the young.

LIFE LESSONS: LISTEN TO YOUR ELDERS, LOOK BEFORE YOU LEAP

OCEAN LESSON: MORAY EELS.

TITLE: "The Fastest Fish in the Sea" (PART ONE OF TWO)

STORYLINE: A barracuda has been hanging out on the reef, virtually motionless, for three days. Wild Bill is convinced that the barracuda must be the slowest fish of all time -- it can barely move! Otter and Delphi keep telling Wild Bill that they think the barracuda looks pretty fast. Crusty arrives and suggests a race to find out. Wild Bill gets blown away by the barracuda and then turns out to be a horrible loser, claiming he was cheated or the barracuda got a head start. Crusty tries to tell him that he doesn't need to be the fastest fish he just needs to be the best Wild Bill he can be. Wild Bill says that's easy for an old turtle like Crusty to say -- he can barely even swim. Determined to teach him a lesson, Crusty challenges Wild Bill to a race.

This story continues in "The Tortoise and the Billfish"

LIFE LESSONS: DON'T JUDGE A BOOK BY ITS COVER. DON'T BE A SORE LOSER. BE THE BEST "YOU" THAT YOU CAN BE.

OCEAN LESSON: BARRACUDA: THE FASTEST FISH IN THE SEA

TITLE: "The Tortoise and the Billfish" (PART TWO OF TWO)

STORYLINE: Crusty challenges Wild Bill in a classic "Tortoise and the Hare" race across the ocean blue and back. While Wild Bill careens forward at breakneck speed, Crusty plods calmly along with a steady pace and a steady course. Although way out in front, Wild Bill continually loses his way and carelessly smashes into various things. Along the way, Crusty witnesses incredible sights: a clownfish in an anemone, manta rays being cleaned by a swarm of wrasses; all sorts of beautiful sights where one species symbiotically helps another -- which is just what Crusty is doing for his friend, Wild Bill.

Wild Bill, in his blind rush, doesn't see a thing, gets his bill stuck in coral just before the finish line, and Crusty wins. Crusty teaches Wild Bill to slow down and enjoy life more fully.

LIFE LESSONS: SLOW AND STEADY WINS THE RACE. STOP AND SMELL THE ROSES.

OCEAN LESSON: VARIOUS UNDERWATER SYMBIOTIC RELATIONSHIPS



Wyland's
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Product Inspiration

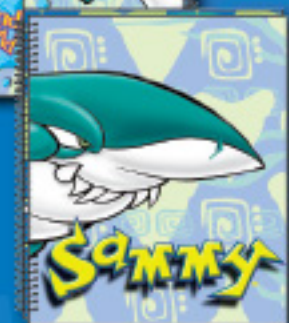


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Product Inspiration



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Legal



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