



For Immediate Release

Animax Aims to Redefine the Entertainment Experience with Project “LaMB”

***EDB-SPE Networks Asia groundbreaking first animation original
production taps on the power of User-Generated Content***

Singapore, 5 May 2008 – Youth cable channel **Animax** today announces the launch of a groundbreaking new project titled **LaMB**, an entertainment showcase that is spread across three screens – TV, online and mobile. **LaMB** is Animax’s first original production in High Definition, and promises to revolutionize the entire entertainment experience via how content is delivered and marketed to consumers. It is also the first animated programme produced under the US\$6million Singapore Economic Development Board (EDB) and SPE Networks – Asia Joint Production Fund. The Fund aims to offer Singapore-based media companies an exciting opportunity to work on world class productions.

Encompassing a series of multi-platform, multi-disciplinary, and multi-media activities that revolves around the launch of an animation movie on Animax, **LaMB** aims to redefine the entire entertainment experience for consumers from pre-premiere to post-premiere of the show. The extensiveness of the **LaMB** campaign was in fact inspired by a 50-page script written by amateur writer Carmelo S. J. Juinio from the Philippines. From a mere text-heavy script to a comprehensive three-screen campaign that is expected to last for at least six months – such is the power of user-generated content.

What is LaMB?

LaMB is the brainchild of amateur writer Filipino Carmelo S. J. Juinio, who submitted his 50-page entry for a regional script-writing competition organized by Animax last year, called *Animax Awards*. Although he lost out to eventual winner Hayato Takamaga from Japan, Carmelo’s script impressed and captivated Japanese industry experts with its dark beauty and soulful depth, and was accorded a Special Award recognition for his amazing talent. Handpicked from over 3,000 entries across Asia, Carmelo’s **LaMB** has a storyline that is not only innovative and intriguing, but extremely thought-provoking as

well, as it touches on all aspects of concern to today's young adults – environment, politics, technology and of course, romance

The story of **LaMB** centres around the life of a protagonist who can barely speak nor make her own decisions – she being one of the many felons sealed in a 'laminated' suit, known as LaMBs for short. The virtual slavery that is Lamination ensures that those convicted of serious crimes remain productive, if not free, members of society, making both jails and the death penalty unnecessary in a world where human ingenuity, creativity and labour continue to be precious commodities that cannot be replaced by robots or any form of "artificial" intelligence.

The LaMB Entertainment Experience

An explosive campaign spreading across three screens of TV, online and mobile through a period of six intensive, highly interactive and engaging months of activities, viewers can expect an entertainment experience like no other and fully immerse themselves into the world of **LaMB**.

To allow a more in-depth understanding of the characters, viewers will get to read the prequels to **LaMB** via a series of web manga as well as graphic novels delivered online as well as through mobile. To enhance the interactivity, mobile and online games surrounding the theme of "Lamination" and "LaMBs" will be offered, where viewers can decide if they are pro-LaMBs and support the government propaganda, or become rebels to free the LaMBs.

Following the pre-premiere hype and the much-anticipated movie premiere on Animax, viewers' experience continues as they get to watch a series of 10 specially edited two-minute mobisodes (mobile-episodes) that are tweaked in sequence to let viewers get a different perspective of **LaMB**.

Reaching Out to Digital Natives

Designed specifically to appeal to Digital Natives, a demographic which grew up with the dawn of the mobile era and the information highway, **LaMB** is an important initiative under Animax's strategic drive to engage the youth. With User-Generated Content at its heart, **LaMB** offers an interactive universe where Digital Natives can engage in and even influence this realm of Online, Mobile, and On-Air.

Gregory Ho, Vice President and General Manager of Animax Asia, is very excited about the project and sees it as a major milestone for the youth channel, “Anime is not just about great entertainment. Anime inspires creativity and passion, and as can be seen in this excellent script written by an amateur writer, youth today need that one big break to indulge in their imagination and pursue their interests.

“Animax is a great believer in that – thus we create opportunities like *Animax Awards* to let talents like Carmelo make that bold attempt in treading the unconventional path to success. The investment and resources that we are ploughing into Project LaMB shows that we truly believe in nurturing the youth. Hopefully through this massive campaign, we will be able to encourage more young talents to follow their dreams and achieve success,” continues Gregory.

Script-writer Carmelo still cannot believe that his script will be developed into such a huge project, and has these words of advice for other amateurs like him, “My effort, I just learned, came up a bit short. However, I am not surprised. For me joining the contest is like learning to play the piano or designing a new rocket to send to outer space. It is one in a series of long exercises. If at first you do not succeed, practice until you get it right.”

Partners of LaMB

This multi-platform, multi-disciplinary and multi-media campaign is designed to provide viewers with a seamless connection to the world of **LaMB**, and the production will be undertaken by Singapore-based production house Peach Blossom Media, a company that has developed an impressive track record of producing animated movies for international audiences.

“EDB is pleased to collaborate with Sony Pictures Entertainment Networks (SPENA) on this groundbreaking animation project. The ability to create compelling content by combining different disciplines to transcend delivery platforms and cultures is a leap forward in the digital world. We are thus excited that our homegrown studio, Peach Blossom Media, has been chosen to help breathe life into LaMB, and have a hand in creating a franchise that can be enjoyed by Animax's audiences across Asia. This project is testament to the capability of Singapore's creative talent, and will help bring us one step closer to our goal of being an Interactive and Digital Media Capital, where

Singapore creations are made for global consumption," says Mr Ko Kheng Hwa, Managing Director, Singapore Economic Development Board (EDB).

Karen Tang, Vice President of Peach Blossom Media, says, "We have always been keen to work on original content with Animax, so when they shared their vision of making **LaMB** a fully integrated, multi-media platform content which is appealing to both sponsors and the public, we leapt at the opportunity. Animax is a broadcaster that is extremely supportive and passionate about engaging audiences via a comprehensive broadcast, web viral and mobile phone strategy. We are eager to make this project successful and we are sure that audiences and sponsors are ready for this multi-media platform 'assault'."

By delivering the story through a broad range of interactive media, the **LaMB** universe also provides a cohesive platform for branding and advertising in the era of new digital media. Integrated and multi-dimensional, the **LaMB** universe pushes branded entertainment to a whole new level with unique offers from Blue Ocean marketing and advertising opportunities.

Citing it as a great marketing platform for advertisers and sponsors, Gregory says, "There is no other initiative as exciting as **LaMB** for marketers targeting youth, with a campaign of such magnitude that covers multi media, platforms and discipline. This is arguably the region's largest animation initiative to date, and we are proud that Animax is leading the drive where animation will be the next frontier and definitely the key to growing the entertainment industry in Asia."

Viewers can expect to see and engage in the first promotional activity for **LaMB** in the later half of 2008, starting with the web manga series on the prequel to **LaMB** the movie.

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About Animax Asia

Animax Asia is 100% owned by Sony Pictures Entertainment. Launched on 1 January 2004, Animax is Asia's first youth brand specializing in the fastest growing youth entertainment genre - Japanese animation. Animax's programming strategy is to not only offer a dynamic line up of the highest-rated, most popular anime programs as well as shows never before seen outside of Japan, but also original productions, music and technology-lifestyle programs, that are exclusive to Animax Asia.

It is the channel of choice for Asia's trendsetters, image-conscious, tech-savvy youth & young adults, and individuals seeking a unique entertainment experience. The channel now reaches over 29 million households across Asia (including Japan), achieving the fastest roll-out among new channel launches in recent years, and is set to become a leading iconic brand synonymous with popular youth culture. More information about Animax Asia can be found at www.animax-asia.com, www.animax-taiwan.com, www.animax-hk.com, www.animaxindia.com and www.animaxtv.co.kr.

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