



PRESS RELEASE

News Release

For Immediate Release

TAOSHU TECHNOLOGICAL BREAKTHROUGH!

Made-by-Singapore animation series is first in the world to incorporate Augmented Reality technology with Learn Chinese children's books.

Peach Blossom Media is proud to be the first to use Augmented Reality in Learn Chinese Books! This technology merges elements from the real-world with computer-generated imagery. What users get to see, is a real-time video of themselves interacting with virtual objects. Using a combination of digital animation and real-time visual data recognition, we have made learning Chinese fun and engaging.

On LittleTaoshu Dot Com, this technology has been incorporated to help children learn new Chinese words in an interactive way. Parents can download the Chinese vocabulary easily and use it to launch the E-Learning application. Each set of Chinese characters have a special symbol attached. This symbol is called a "Marker." When the child holds up the print-out to the web-cam, the marker launches an animated clip. This clip explains the meaning of the Chinese words visually. Through this interaction, the child learns new Chinese words in a fun and engaging way.

"It's like a 3D pop-up book! Parents and kids simply need to hold up the printed word cards towards the web-cam, and the video pops up without needing to touch any buttons or click on the mouse. It's fun and interactive and makes learning Chinese words a whole lot of fun!" says Petrina Kow, producer of the Taoshu Learn Chinese Books.

In conjunction with this technological application is the official launch of four Learn Chinese book sets based on the popular Taoshu series. Produced in collaboration with the creator of the acclaimed Teach-A-Tot language-learning books, these Taoshu books aim to build up a child's Chinese vocabulary with a series of fun, colourful stories.

Unique to the Teach-A-Tot learning system are special features such as large text separated from the images and hanyu pinyin help only on new vocabulary, therefore encouraging word retention and recognition. Full pinyin and English translations are available at the back of the book for parents and educators who need them. As an added bonus, the books come with a free audio CD, with story-time and read-along options for added enjoyment and to aid with correct pronunciation.

The award winning animated series "Taoshu-The Warrior Boy" debuted in 2005 on Nickelodeon Asia. Since then, it has enjoyed great success and popularity among kids in Europe, Asia, and even the Middle East, culminating in an iParenting Award in 2007. Now the adventures of Taoshu continue in this series of Chinese-language books!

Sung Lingun, CEO and creator of Taoshu says, "Good quality Chinese books are seriously hard to come by. Many parents in Singapore struggle with reading Chinese books to their own children perhaps because of their own handicap in learning the language. We found that if there is a product that helped parents read easily to their kids, it will seriously encourage language learning on all levels."

Huang Kunquan, director of the Taoshu Chinese TV series, and the multi-platform producer who spearheaded the development of Augmented Reality technology on the Taoshu website adds, "The process of learning a language needs to evolve with science and time. New technology and the interactivity it brings give us new tools to make learning fun and easy for children. Beyond textbooks and Speak Mandarin campaigns, we need to find more innovative ways to help our younger generation learn and use Chinese!"



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About Peach Blossom Media:

Peach Blossom Media is the winner of 2 iParenting Awards for their animation productions Taoshu and Wild Animal Babies. It also received an Emmy Award nomination for its co-production of "Growing Up Creepie." The animation studio's achievements also include the sale of animation show concepts to Disney, Nickelodeon and Spike TV. It was also the first animation studio in Singapore to produce a Hi-Def animation TV movie for Sony Pictures Entertainment, which aired on Animax.

About Taoshu

Produced in 2005, Taoshu has since been snapped up by broadcasters worldwide, including Nickelodeon Asia, ATV Hong Kong, HOP!TV and Angad Films in the Middle East. These are major broadcasters who only broadcast content that meet the high standards of their programming philosophies, and Taoshu is very proud to have joined their stable of shows.

"Taoshu – The Warrior Boy!" is a wholesome and non-violent series, and each episode follows the adventures of Taoshu and his alter ego, Warrior Boy! Through these adventures, Taoshu and his adorable little sister, Ling Ling, learn about timeless values such as honesty, selflessness, filial piety and sibling affection, offering an insight into the Chinese culture, while retaining universal themes that appeal to children of ages 3 to 7 wherever they live.

Taoshu has been well received by kids wherever it goes. The show focuses on core values such as being positive, having cultural pride and learning self-confidence. Yet these values are projected through fun, adventure and with humour, making it perfect for kids. For its universal appeal and wholesome values, Taoshu won the "Best of 2007: Products for Home Entertainment" iParenting Award in America.

About the iParenting Media Awards:

iParenting Media is the premier media company focused on parents. The company uses several media channels to reach its target market of parents, parents-to-be and women: online, print, radio and podcasts.

The company operates online and offline assets. iParenting.com is an award-winning network of 40+ Web sites devoted to the entire family life cycle – from preconception through the teenage years. The iParenting Media Awards Program provides a credible and objective method of determining the best products in the marketplace and then honors them with the most prestigious consumer award.

The iParenting Media Awards is the only consumer awards program certified by ISO 9001:2000, the internationally recognized standard of quality assurance. The Awards' reviewers are a diverse set of parents, experts, licensed childcare centers and schools nationwide in America.