



AR/VR/MR EdTech  
VICTORIA PRODUCTIONS INC.  
New York | Seoul | Guangzhou

AR/VR/MR EdTech

# BOOK + APP

[www.BOOKplusAPP.com](http://www.BOOKplusAPP.com)

English ver.





AR/VR/MR EdTech

**VICTORIA PRODUCTIONS INC.**

New York | Seoul | Guangzhou

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English ver.

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## BOOK+APP™ ENRICHING THE LIVES OF CHILDREN, TEACHERS, AND THEIR COMMUNITIES WITH EXCITING NEW AR/VR EDUCATION TOOLS AND TITLES.

Together with teachers, publishers, and technology partners, we work tirelessly to create the world's most innovative and exciting AR/VR educational titles.

### BOOK+APP™ – A NEW AND EXCITING EDUCATIONAL PUBLISHING PLATFORM

Book+APP™ is our proprietary Augmented Reality publishing platform for books of all types. A totally new and powerful content creation engine that allows publishers to easily add App excitement, 3D animation and value to their existing content. We help publishers embed AR into their existing titles, or guide them through the creation of entirely new projects from scratch.

**Our current catalog contains 150 AR children's book titles with over 600 Apps in 14 different languages available internationally in the Apple, Google, and Samsung App Stores.**

Our goal is simple. Develop exciting and groundbreaking multi-lingual AR/VR learning tools for children everywhere. Provide them with unparalleled growth opportunities that will change their lives forever.



*Victoria Han Farago*

Victoria Han Farago  
CEO / Creative Director  
New York / Seoul / GuangZhou

Please join me in bringing the excitement and magic back to learning and journalism in 2019.

“She is putting the magic back into reading by bringing content to life with Augmented Reality.”

– China Digital



*“In today’s busy world, with all the distractions competing for our children’s attention, books like the Lu-LaLa series, with their numerous interactive features, will keep curious kids challenged and interested – and better prepared to succeed in a technology-driven society.”*

- Jim Barnes, Awards Director, IndependentPublisher.com

*“We are happy to award the Tagme3D book apps from Victoria Productions. Our panel of judges felt these wonderful apps merited a place on our list of the best in family-friendly products that parents and educators can feel confident in using.”*

- Dawn Matheson, Executive Director, Mom’s Choice Awards

## AWARD

INDIEFAB FINALIST

(AR English phonics book)



Golden Brand Awards

(World’s first 3D AR MAT for kids)



Mom’s Choice Awards

(Silver for all apps and books)



VR / AR EDUCATION  
OF THE YEAR



WOMEN’S ENTERPRISE



Moonbeam  
Children’s Book Award



Korean Good Company Award  
(Educational AR contents)



Korea Digital Innovations  
Management Awards



Digital Ehon Award  
Prize Winner (Tokyo Univ.)



Hi-Seoul 2019 Awards





## 01 Applying AR Technology to Book Publishing

### Animation → AR book

Victoria Productions can publish AR books based on any type of animated series.

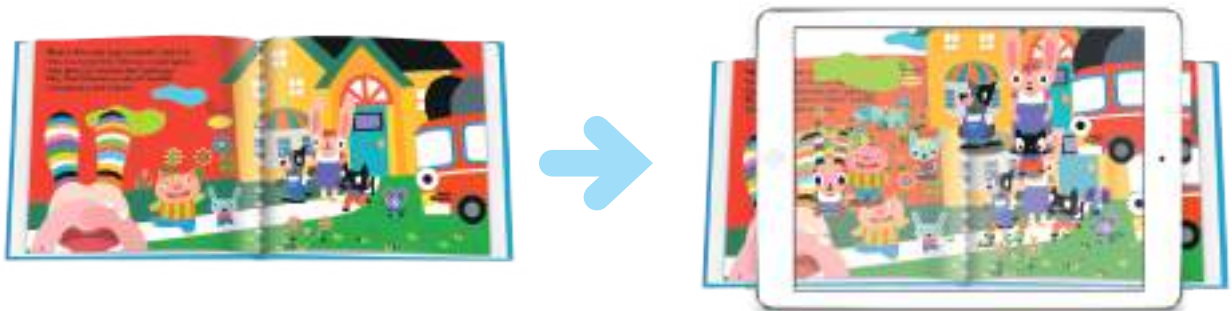
By scanning pages in the book, children can interact with the 3D characters from each episode using a tablet or smartphone.



### Picture Book → AR book

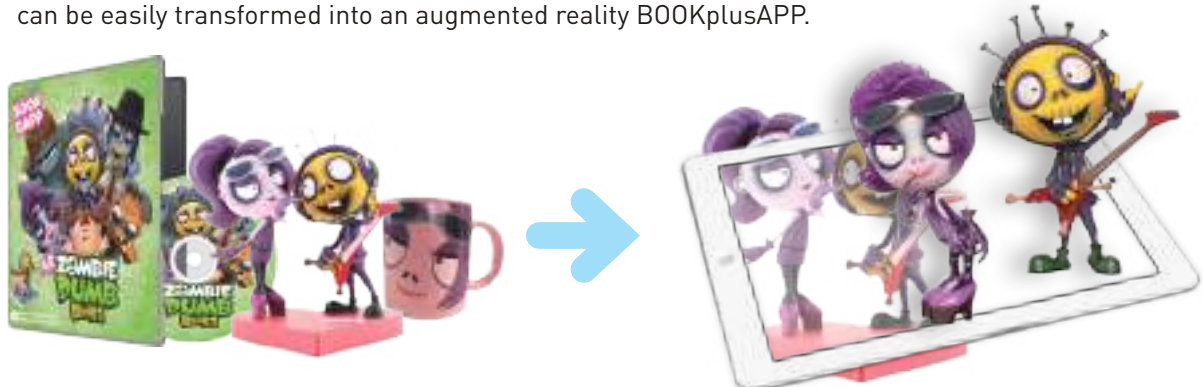
Ordinary pages come alive with 2D flash animation, and fun read alongs.

When a smartphone or tablet with a camera is held over any of the pages, a narrator begins reading the stories aloud in sync with beautiful 2D animations.



### Animation CD, Toy → AR book

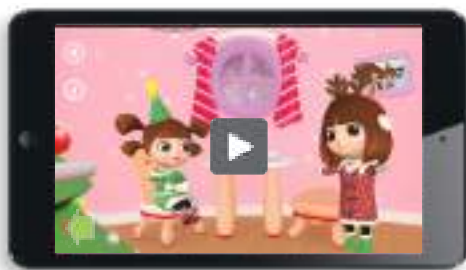
The technology is not just limited to paper. A wide range of characters, products, CD's, and photos can be easily transformed into an augmented reality BOOKplusAPP.



## 02 App development

We develop and design mobile applications for clients using their pre-existing content. We are capable of developing a wide range of applications on various platforms, including iPhone, iPad, and Android devices.

## 03 3D/2D animation



We create and develop a variety of contents using 3D animation, motion graphics, and 2D designs. We help clients develop story ideas that will suit their needs. Our only limit is your imagination.

## BOOK+APP RIGHTS

### • Option1

Only Book copy right - 15% royalties.

### • Option2 (All books include Mobile APP (iOS | Android) valued at \$4.99)

Book copy right(12%) + Mobile APP(23%) = total 35% royalties. MOQ - 2,000 copies-per title.

### • Option3 (All books include Mobile APP (iOS | Android) valued at \$4.99)

Book copy right(10%) + Mobile APP(20%) = total 30% royalties. MOQ - 5,000 copies-per title.

#### \* Price negotiable depending on the size of the order

Under 2,000 copies - books available for purchase with 55% OFF of sale prices (Shipping & Taxes are not Included ) / All books include Mobile APP valued at \$4.99 each of Mobile App]



TOTAL 4 BOOKS

When you scan any tag  
the associated 3D object  
magically pops-up,  
teaching English Phonics.  
The TagMe mobile Apps  
support 14 different languages.

Let's Speak Multiple Languages!



#### AWARD



Moonbeam  
Awards  
Gold for  
Reading Skills  
Literacy



Mom's  
Choice  
Awards  
Honoring  
Excellence

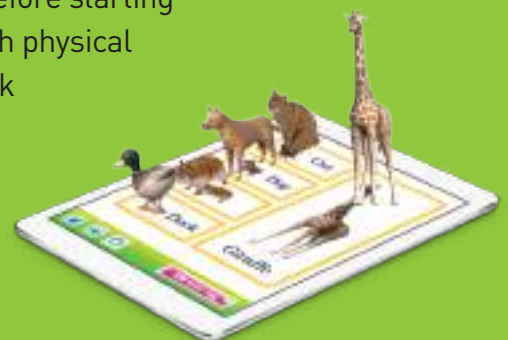


"The TagMe3D books are a futuristic step toward helping families solve some of the reading skill problems children face today. By making the learning process challenging and fun, these books and apps bring a whole new dimension to literacy improvement."

- Jim Barnes, Director,  
Moonbeam Children's Book Awards

## Scan 400 Words from 15 categories

'Tagme3D' consists of 4 books and 400 vocabulary words. It is composed of material covering basic spelling and phonics that should be learned before starting kindergarten. Using the latest AR technology that utilizes both physical book and mobile application, it is the leading educational book for learning phonics. When you scan the picture in the book with your smart phone or tablet the 3D item of that word appears spread out right in front of you. Use your device with our app to turn pictures into 3D objects with 360° views!







## Let's scan this two ways!

### MULTIPLE PLAY FOR PAPER

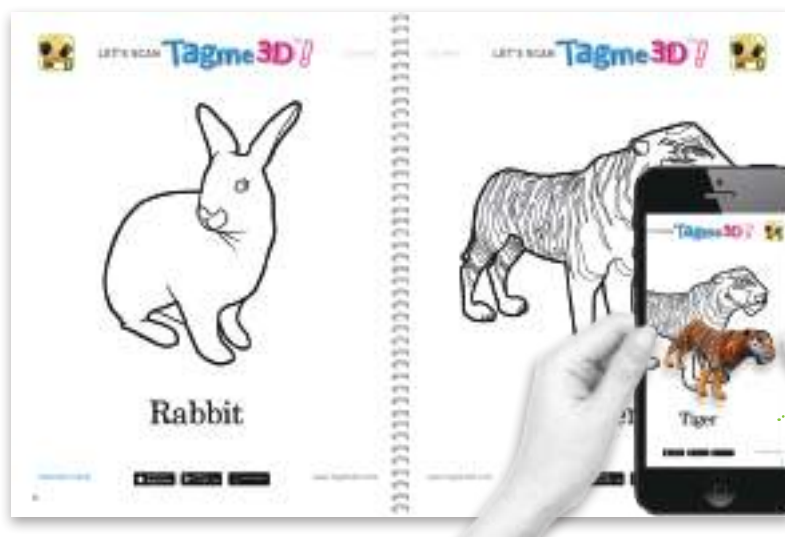
Scanning in multiple mode will allow you to see and play with many cute 3D objects at once. Selecting one will teach you its spelling.

### SINGLE PLAY FOR STICKER

Stickers can be removed and attached to real world objects. Then, scan the sticker to display a 3D version of that object to play with and learn its spelling.



## Coloring pages!



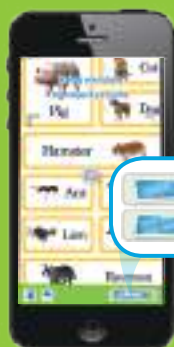
### COLORING PAGE

Color in the outlined shapes any way you like. Our augmented reality technology will magically bring your drawing to life in stunning 3d. Viewing objects in 360 degrees helps children learn their shapes, phonics and dramatically improves learning. The coloring book is designed to promote creativity, improved cognition, and concentration in children.

### CHECK!



## INSTRUCTIONS - Tagme3D Sticker Books



### 1 Scan Tags

Tap on the "Scan Tag" button and choose one or multiple tags.



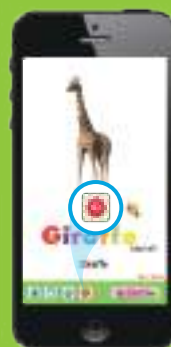
### 2 Tap the Object

Hold device against tag(s) keeping within the designated borders.



### 3 Learn the Word

Tap on the 3D object as it appears on the screen for spelling, pronunciation, and IPA.



### 4 Record Your Voice

To record your voice tap on the microphone icon located below the IPA.



### 5 Color the Object

Using all colors available, make full use of your fancy imagination and share your creation with friends by sharing function.



## 44권의 책을 하나의 앱으로



여기를 스캔하세요



## Tagme3D Sticker Books Hard cover | A total of 4books



## Tagme3D book1

USD \$34.99

- 2019-05-19 (Fourth Edition)
- 978-1-63352-000-4
- Sticker book

100 words · 11 CATEGORIES



Animals (35)



Bedroom (3)



Colors (2)



Office (6)



Tools and Gardening (11)



Living Room (6)



Clothing and Accessories (4)



Bathroom (8)



Food (16)



Kitchen (8)



Body (1)



## Tagme3D book2

USD \$34.99

- 2019-05-19 (Fourth Edition)
- 978-1-63352-010-3
- Sticker book

100 words · 5 CATEGORIES

- Animals (22)
- Kitchen (30)
- Body (20)
- Bedroom (10)
- School (18)



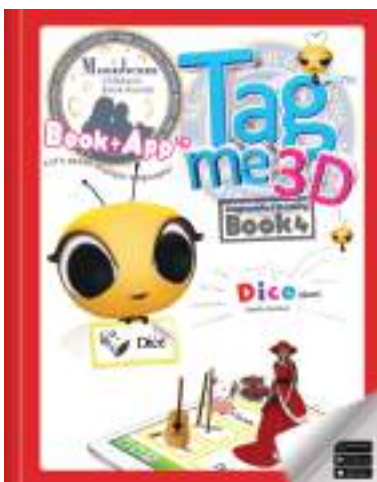
## Tagme3D book3

USD \$34.99

- 2019-05-19 (Fourth Edition)
- 978-1-63352-001-1
- Sticker book

100 words · 5 CATEGORIES

- Playground and Toys (21)
- Tools and Gardening (20)
- Outdoor Activities (9)
- Traffic (20)
- Food (30)



## Tagme3D book4

USD \$34.99

- 2019-05-19 (Fourth Edition)
- 978-1-63352-002-8
- Sticker book

100 words · 6 CATEGORIES

- Playground and Toys (20)
- Clothing and Accessories (15)
- Bathroom (20)
- Living Room (25)
- Office (10)
- Colors (10)



# AR Tagme3D<sup>TM</sup> Workbook TOTAL 40 BOOKS

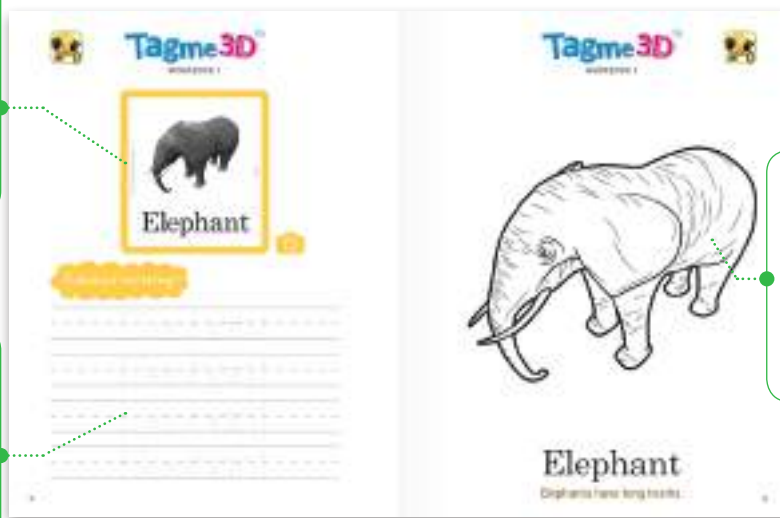
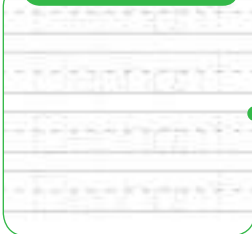


## Page Details

3D AR Object



Plactice Writing



Coloring

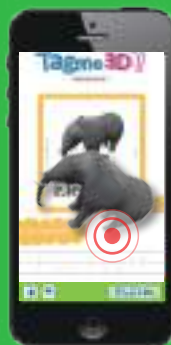


## ★ INSTRUCTIONS - Tagme3D WORKBOOKS



### 1 Scan Tags

Tap on the "Scan Tag" button and choose one or multiple tags.



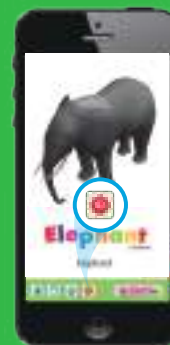
### 2 Tap the Object

Hold device against tag(s) keeping within the designated borders.



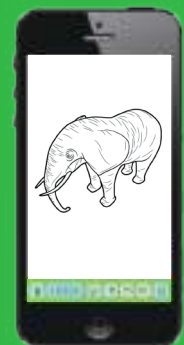
### 3 Learn the Word

Tap on the 3D object as it appears on the screen for spelling, pronunciation, and IPA.



### 4 Record Your Voice

To record your voice tap on the microphone icon located below the IPA.



### 5 Color the Object

Using all colors available, make full use of your fancy imagination and share your creation with friends by sharing function.





## Tagme3D Workbooks 1 (Total 10 Books)

Per Book USD \$7.99 | Total 10 Books USD \$79,90

► BOOK 1 - 10 WORDS PER TITLE, TOTAL 10 BOOKS FOR 100 WORDS · 11 CATEGORIES



Animals (35)



Bathroom (8)



Bedroom (3)



Kitchen (8)



Living Room (6)



Office (6)



Body (1)



Food (16)



Colors (2)



Tools and Gardening (11)



Clothing and Accessories (4)



Book Number	ISBN	Book Number	ISBN
1-1	978-1-63352-201-5	1-6	978-1-63352-206-0
1-2	978-1-63352-202-2	1-7	978-1-63352-207-7
1-3	978-1-63352-203-9	1-8	978-1-63352-208-4
1-4	978-1-63352-204-6	1-9	978-1-63352-209-1
1-5	978-1-63352-205-3	1-10	978-1-63352-206-0

## Tagme3D Workbooks 2 (Total 10 Books)

Per Book USD \$7.99 | Total 10 Books USD \$79,90

► BOOK 2 - 10 WORDS PER TITLE, TOTAL 10 BOOKS FOR 100 WORDS · 5 CATEGORIES



Animals (22)



Bedroom (10)



Kitchen (30)



School (18)



Body (20)



Book Number	ISBN	Book Number	ISBN
2-1	978-1-63352-251-0	2-6	978-1-63352-256-5
2-2	978-1-63352-252-7	2-7	978-1-63352-257-2
2-3	978-1-63352-253-4	2-8	978-1-63352-258-9
2-4	978-1-63352-254-1	2-9	978-1-63352-259-6
2-5	978-1-63352-255-8	2-10	978-1-63352-260-2



Supported Languages



## Tagme3D Workbooks 3 (Total 10 Books)

Per Book USD \$7.99 | Total 10 Books USD \$79,90

► BOOK 3 - 10 WORDS PER TITLE, TOTAL 10 BOOKS FOR 100 WORDS · 5 CATEGORIES



Food (30)



Outdoor Activities (9)



Traffic (20)



Playground and Toys (21)



Tools and Gardening (20)



Book Number	ISBN	Book Number	ISBN
3-1	978-1-63352-261-9	3-6	978-1-63352-266-4
3-2	978-1-63352-262-6	3-7	978-1-63352-267-1
3-3	978-1-63352-263-3	3-8	978-1-63352-268-8
3-4	978-1-63352-264-0	3-9	978-1-63352-269-5
3-5	978-1-63352-265-7	3-10	978-1-63352-270-1

## Tagme3D Workbooks 4 (Total 10 Books)

Per Book USD \$7.99 | Total 10 Books USD \$79,90

► BOOK 4 - 10 WORDS PER TITLE, TOTAL 10 BOOKS FOR 100 WORDS · 6 CATEGORIES



Colors (10)



Bathroom (20)



Office (10)



Playground and Toys (20)



Living Room (25)



Clothing and Accessories (15)



Book Number	ISBN	Book Number	ISBN
4-1	978-1-63352-271-8	4-6	978-1-63352-276-3
4-2	978-1-63352-272-5	4-7	978-1-63352-277-0
4-3	978-1-63352-273-2	4-8	978-1-63352-278-7
4-4	978-1-63352-274-9	4-9	978-1-63352-279-4
4-5	978-1-63352-275-6	4-10	978-1-63352-280-0



INTRODUCING THE NEW

# EdTech Phonics Product

## “AR Phonics Flashcard 400”

3D Augmented Reality + Video Pen / Patent Pending



“Let’s play sticker cards,  
an exciting new way to learn!”





# AR LuLu & LaLa™

TOTAL 3 BOOKS

When you scan any page,  
exciting 3D Animation will play.



## AWARD



Moonbeam  
Awards  
Gold for  
Reading Skills  
Literacy



Mom's  
Choice  
Awards  
Honoring  
Excellence

"We are happy to award the LuLu&LaLa series of apps and 3D books from Victoria Productions. Our panel of judges felt these wonderful items merited a place on our list of the best in family-friendly products that parents and educators can feel confident in using."

- Dawn Matheson, Executive Director, Mom's Choice Awards

'LuLuLaLa' is perfect for any young child. Its' beautiful and entertaining 3D animations magically appear right on top of the books pages, making it easy for children to learn and understand new words and ideas. The app also allows parents to record their own voices, giving their child the ability to have storytime anytime they choose.

### LuLuLaLa Enhances Learning 🍪

1. Distracted children will learn while increasing their concentration skills by using the smart device to scan each page and watching the embedded 3D animation.
2. Demonstrates concepts like step-by-step preparation, sharing, friendship, appliance instructions, cleaning, etc. that prepare children for associated tasks in their every day world.
3. Research shows when parents read, children understand better, so we made it super easy to record your own narration.





## INSTRUCTIONS



### 1 Scan Book Cover and Play with LuLu&LaLa

Launch the app and place the camera over book cover. Watch 3D LuLu&LaLa characters spring to life through augmented reality. Control their movements, and make them dance with simple and intuitive controls.



### 2 Camera Scan

Use your mobile device to scan each page of the interactive storybook and watch in amazement as LuLu and LaLa's animated tale immediately comes to life on your screen.



### 3 My Story

Parents can personalize the book for their children by using the custom voice-recording feature. Children will love feeling like they are a part of their favorite story



### 4 Coloring

Color the pages on your mobile device and share your creations with friends through social networks.



## APP Details





## Book Details

### • Camera page

Use your mobile device to scan each page of the interactive storybook and watch in amazement as LuLu & LaLa's animated tale immediately comes to life on your screen.



### • Coloring page

Bring your own color to the world of LuLu & LaLa by painting and drawing right from within the app. Coloring is an excellent way to help kids develop creativity, color recognition, and focus.



## Episode1

## Magic Cupcake Maker



### • Story

It's a delightful story of LuLu and LaLa making cupcakes! Enjoy this wonderful adventure in full 3D animation. Watch and learn as LuLu prepares ingredients and, using her magic cupcake maker, bakes cupcakes for her younger sister LaLa.

USD \$19.99

• 2019-05-19 (Third Edition)

• 978-1-63352-003-5

### • Page view



Animation page



Coloring page

## Episode2

## Christmas Eve



## • Story

LuLu&LaLa get ready for Christmas. To prepare, they decorate their Christmas tree, write a Christmas list, and hang stockings above their fireplace in hope of receiving a present from Santa. What will Santa bring Lulu and Lala?

USD \$19.99

- 2019-05-19 (Second Edition)
- 978-1-63352-004-2

## • Page view



Animation page



Coloring page

## Episode3

## Water Park



## • Story

LuLu&LaLa and their friends go to a big Water Park! Before they begin, they take time to prepare for their new adventure. They start by learning water safety skills like the buddy system, floating and how to play safely in the water. Everyone learns new skills and has lots of fun especially on a big waterslide!

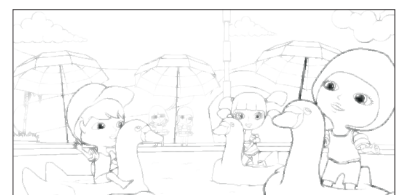
USD \$19.99

- 2019-04-23 (First Edition)
- 978-1-63352-008-0

## • Page view



Animation page



Coloring page





Scan any page and instantly, magical 3D animations begin to play.

The title 'Spookiz' comes from the word 'spooky' and 'kids'. With the 'AR Spookiz' App, children can interact with the familiar faces of the Spookiz series. They will delight as each page springs to life with the 3D animated adventures of silly monsters in familiar school environments. Children can turn the book into a personalized interactive playground by using coloring and voice-recording features.

#### AR Spookiz Synopsis

Every night at school, when the kids are gone and the halls are empty, these adorable monsters creep out of their hideouts to have exciting and very silly adventures.





## ★ INSTRUCTIONS

### 1 Play with AR Characters

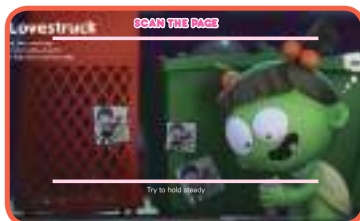
Launch the app and place the camera over the book cover or characters intro page and watch 3D Spookiz characters spring to life through augmented reality. Control their movements and make them dance with simple and intuitive controls.



• Book Cover



• Characters introduction pages



### 2 Camera Scan

Use your mobile device to scan each page of the interactive storybook and watch in amazement as the Spookiz animated tale instantly springs to life on your screen.



### 3 Coloring

Color the pages on your mobile device and share your creations with your friends on social networks.



### 4 My Story

Parents can personalize the book for their children by using the custom voice-recording feature. Children will love feeling like they are a part of their favorite story

## 🔍 APP Details



Volume



Coloring



My Story  
(Voice Recording)



Camera Scan





## AR Spookiz Characters



### Zizi

Zizi is a happy-go-lucky girl, who has a crush on Cula. She doesn't wash herself often and does not realize that others do not like being around her because of her stinky smell. Like other zombies, she is very obsessive, persistent, and can be very demanding. She is not sociable and hates making decisions.

### Frankie

Frankie is a big blue food-loving monster. He is slightly clumsy, but his kind heart and mighty strength make him popular among his school friends. He is carefree, easy-going and loves food, but when someone takes it away from him, he can become a real monster. His clumsiness puts him in danger at times, but his lucky four-leaf clover always saves him.

### Cula

Cula is the troublemaker of Spookiz. He is a descendent of the royal Dracula family. He may seem cold-blooded and evil, but he actually wants to get close to others and become friends. The straw he carries around is for drinking and shooting spitballs. He also is a total neat freak and does not like being around Zizi who lives in a dump. His body does not reflect in mirrors, and can defy gravity.

### Kebi

Kebi is energetic, unpredictable, silly, and carefree. He is always running around making trouble, or getting others into trouble. He often offends others with his actions, but he just wants a little attention. He is the complete opposite of his rival, Cula, and they often clash. Kebi is not a very thoughtful character but is very kind hearted, and has a crush on Zizi.



### Reaper Sam

Grim Reaper, Sam, is the teacher of our Spookiz characters. He seems very mysterious and serious. He often becomes tangled up in the Spookiz' troubles. He may seem like a soul-less, cold blooded teacher, but he loves his students and looks after them constantly.

### KangKong

Our happy little soul, Jiang-shi. Always getting in trouble with pal Cula. The amulet on his hat can turn him into whatever is drawn onto it. He is a Kung-fu master and a hard working achiever. He is very self-conscious about his height and being bald. Collecting boxes is his hobby.



## Book Details

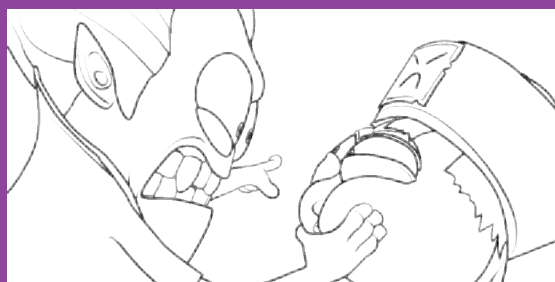
### • Camera page

Use your mobile device to scan each page of the interactive storybook and watch in amazement as the Spookiz animated tale instantly springs to life on your screen.



### • Coloring page

Color the pages on your mobile device and share your creations with your friends on social networks.



## AR SPOOKIZ 1



**Episode 1 Welcome to Spookiz** - We all know that Spookiz love to have fun! Let's join them!

**Episode 2 Wiggle Wiggle** - Have you lost your baby teeth yet? Watch how the Spookiz help Zizi...

**Episode 3 Potty Party** - Peace out pull-ups. We grown-ups know how to use the potty! But wait!

**Episode 4 Lovestruck** - Look at what Zizi is drawing! It's Zizi and Cula holding hands!

**Episode 5 Silent Battle** - Kebi and Cula are rivals. They compete with each other for everything.

**Episode 6 Bad Karma** - What goes around comes around. Watch what Cula's bad behavior...

**Episode 7 Step, Step, Freeze!** - Watch the Spookiz play this fun and simple game, Step, Step...

**Episode 8 I'm in line** - The Spookiz are standing in line to use the vending machine...

**Episode 9 Cula's Spitballs** - Cula has found a new way to annoy his friends. Spitballs!

USD \$19.9

· 2019-04-23

· 978-1-63352-198-8

## AR SPOOKIZ 2



**Episode 10 Pop Quiz** - Cula looks so stressed out! Well, it's because there is a pop quiz...

**Episode 11 Kongkong's Amulet** - Guess why Frankie, Zizi and Kebi are holding drawings of...

**Episode 12 Zizi's Cookies** - Cula wants to learn how to bake cookies from Zizi because...

**Episode 13 Teddy Bear Nightmare** - Kebi is heartbroken that his Teddy Bear's arm is broken.

**Episode 14 Not my tomatoes!** - Cula loves tomatoes. So Zizi tries to save a basket full...

**Episode 15 Birthday Boy** - Can you guess what is going on by looking at this page?

**Episode 16 All I want from you** - There is something Kongkong wants from Cula...

**Episode 17 PE Class** - Cula and Kongkong came up with a brilliant idea for their PE Class...

**Episode 18 Stomp!** - Cula teases Frankie with a chocolate, and Frankie is now hunting for...

USD \$19.99

· 2019-04-23

· 978-1-63352-199-5

## AR SPOOKIZ 3



**Episode 19 There's NO free lunch!** - Look at the Spookiz's excited faces! It seems like...

**Episode 20 Furious Kongkong** - Kongkong really wants to beat Kebi. So Kongkong trains...

**Episode 21 Dangerous** - Zizi and Kongkong are staring at Cula. Let's find out why they are...

**Episode 22 Jelly Rush** - What is going on in the Spookiz's classroom?

**Episode 23 Save the Enemy** - Cula is hiding behind a tree to peak into Kebi's house...

**Episode 24 Fashion Battle!** - Kebi feels jealous about Cula's new jacket...

**Episode 25 How to Steal His Heart** - We all know that Zizi has crush on Cula.

**Episode 26 Frankie Z** - Kongkong has found a way to control Frankie like a robot!

**Special Episode Halloween** - It's Halloween! It's the day all the Spookiz have been waiting for!

USD \$19.99

· 2019-04-23

· 978-1-63352-200-8





TOTAL 6 BOOKS



Experience the **ZombieDumb Friends**  
in amazing **Augmented Reality!**

Scan any page and instantly, magical 3D animations begin to play.

'ZombieDumb' is a comedy animation series about a group of hysterically funny zombies who are the last survivors of the Zombie Apocalypse. 'AR ZombieDumb' invites children to explore ZombieVille using their mobile devices. Parents can personalize the book for their children by using the custom voice-recording feature and make it even more fun.

### AR ZombieDumb Synopsis

A zombifying virus has spread through the human world and now, only the zombies are left. To survive, the zombies have migrated to the sunless underground world.

When the moon rises, mischievous zombie kids secretly gather on human-less Moon Street. They are zombies, but not like the zombies you know. They are really really dumb! One day, the zombie kids discover a human girl 'Hana' and that's when the real adventure begins! Despite their differences, they build and share the strongest of friendships. Their way of solving conflicts may be clumsy, but the result is always a happy and unexpected ending!



## INSTRUCTIONS

### 1 Play with AR Characters

Launch the app and place the camera over the book cover or characters intro page and watch 3D ZombieDumb characters spring to life through augmented reality. Control their movements and make them dance with simple and intuitive controls.



• Book Cover

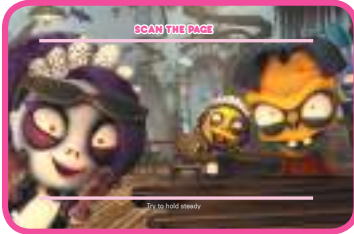


• Characters introduction pages



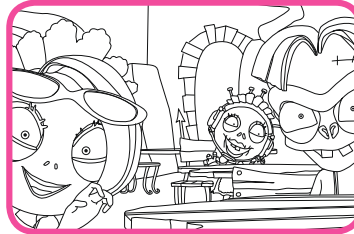


## INSTRUCTIONS



### 1 Camera Scan

Use your mobile device to scan each page of the interactive storybook and watch in amazement as Zombiedumb animated tale immediately comes to life on your screen.



### 2 Coloring

Color the pages on your mobile device and share your creation with friends through social network.

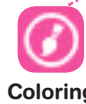


### 3 My Story

Parents can personalize the book for their children by using the custom voice-recording feature. Children will love feeling like they are a part of their favorite story



Volume



Coloring



My Story  
(Voice Recording)



Camera Scan



## Book Details

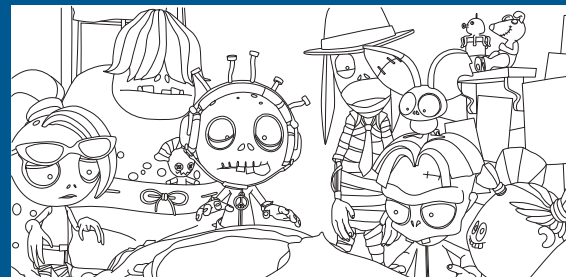
### • Camera page

Use your mobile device to scan each page of the interactive storybook and watch in amazement as the Zombiedumb animated tale instantly springs to life on your screen.



### • Coloring page

Bring your own color to the world of Zombiedumb by painting and drawing right from within the app. Coloring is an excellent way to help kids develop creativity, color recognition, and focus.





## AR ZombieDumb Characters



### Hana

Hana is the sole human survivor on adult-less Moon Street. One day, she encounters the ZombieDumbs while playing alone in a toy store. There are times when she feels lonely, but she is a brave girl with overflowing energy and passion. She overpowers the ZombieDumbs that try to scare her away with her powerful character. Hana instinctively knows that the ZombieDumbs are "very different" from her but that does not bother her at all because, although they are different, they are her friends.



### Zombill

Zombill is a self-centered zombie who occasionally plays guitar and dreams of becoming a rockstar. He always wants to get attention so he exaggerates his behaviors which often looks silly to others. Zombill thinks he is smarter than other zombies but in fact, there's not much of a difference. He often makes wrong decisions which lead to troublesome situations but, strangely enough, they always end well.



### Zomkong

Zomkong is often fooled by his friends because he is not the smartest zombie in ZombieVille. He is, however, the strongest one of his friends. He has a very delicate side. He wears striped pajamas and carries his little doll wherever he goes. Normally, Zomkong is very docile and kind, but when he gets angry, he can explode with a wild fury. While he has a fondness for cute petite objects, his own enormous size and power can sometimes be too much for him to manage.

### Zomgirl

Zomgirl is the only female zombie of the Zombiedumb friends. She is a snob who always wants to know whether she looks pretty or not and is desperate for compliments. Because of her love of fashion, she spends all of her time dressing herself with all sorts of things she discovers around her. She has a big crush on Zombill but sadly, Zomjack is the only one showing interest in her. She carries around a hand mirror all the time that has Madonna's picture in place of the mirror.



### Zomjack

Zomjack is devilish and nasty little zombie. Spoiling his friends' dreams is always Zomjack's top priority. He likes to bully the friends who do not like him. He hates his rival in love, Zombill, and is always looking for a way to trip him up. A mad inventor, Zomjack is always creating crazy new devices to attack his friends but, somehow, those inventions always seem to end up backfiring.



### Zompet

Zompet is Zomjack's pet bat who desperately wants his master to like him. Unfortunately, Zompet always seems to wind up spoiling master Zomjack's plans. Zompet's dream is to be a superhero like Batman, but he is just a silly little zombie bat who can't seem to learn how to fly.



### Zomson

Zomson loves dancing and has devoted his life to it. However, his decaying zombie body won't allow him to dance any longer than 3 seconds. His body parts always seem to fall off whenever he's copying Michael Jackson's dance moves. Zomson is wrapped in bandages from head to toe making it very difficult to dance well.



• Book List



AR ZombieDumb 1

USD \$19.99

· 2019-03-21

· 978-1-63352-282-4



AR ZombieDumb 2

USD \$19.99

· 2019-03-21

· 978-1-63352-283-1



AR ZombieDumb 3

USD \$19.99

· 2019-03-21

· 978-1-63352-284-8



AR ZombieDumb 4

USD \$19.99

· 2019-03-21

· 978-1-63352-285-5



AR ZombieDumb 5

USD \$19.99

· 2019-03-21

· 978-1-63352-286-2



AR ZombieDumb 6

USD \$19.99

· 2019-03-21

· 978-1-63352-287-9

• Page Detail







## AR TOTO

TOTAL 40 BOOKS

Scan any page, and instantly,  
magical 2D animations begin to play.



AWARD



Digital  
Ehon Award  
Prize Winner  
(Tokyo Univ)



Hi-Seoul  
2019 Awards



VR / AR  
EDUCATION  
OF THE YEAR

'AR TOTO' stories have been carefully crafted to be fun for both parents and children. Each fairy tale-like story details a fun and exciting adventure that also serves to cultivate a child's logical and critical thinking abilities. Each page of the 'AR TOTO' book series springs to life with 2D animation when viewed with a mobile device. The adorable characters dance, sing and respond to your child's every touch.



## Book Details

### • Book page

Use your mobile device to scan each page of the interactive storybook and watch in amazement as TOTO's animated tale immediately comes to life on your screen.



### • Coloring page

Bring your own color to the world of TOTO by painting and drawing the pages. Coloring is an excellent way to help kids develop creativity, color recognition and focusing.







## INSTRUCTIONS



### ① Start ARTOTO App Series

Click the 'Start' button and get ready to experience AR TOTO.



### ② ARcamera

Every page can be viewed in 2D animation. Use your mobile device to scan any page of the interactive storybook and watch in amazement as the ARTOTO animated tale instantly springs to life on your screen.



### ③ Voice Recording

Parents can personalize the book for their children by using the custom voice-recording feature. Children will love feeling like they are a part of their favorite story.



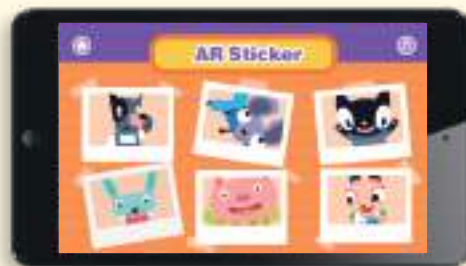
### ④ VRcamera mode

Immerse yourself in the story even more by scanning a particular page and watching TOTO's animation in VR mode. Enable/disable double vision or switch back to AR mode with buttons!



### ⑤ Coloring Pages

Color the pages on your mobile device and share your creations with friends on social networks.



### ⑥ AR Sticker

Add TOTO Stickers to your selfies. Place stickers directly on live photos of your face.



## • Book List

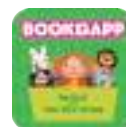
USD \$19.99



### 01. TOTO and her friends go to kindergarten

· 2018-10-23  
· 978-1-63352-211-4

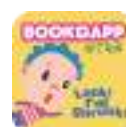
Toto is scared of her first day at kindergarten. But she has many friends in kindergarten. And there are a lot of amazing things to do! Toto plays with blocks, and makes music. Kindergarten is so much fun!



### 02. Pablo and the Toy Store

· 2018-10-23  
· 978-1-63352-212-1

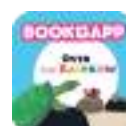
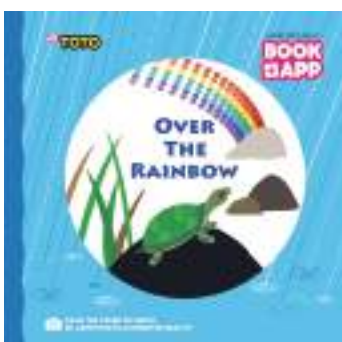
Pablo is a toy doll and he lives in the toy store. The store is a wonderful place and Pablo has fun playing games with the other toys. But sometimes the toys get sold and they have to leave the toy store. What will happen if Pablo gets sold?



### 03. Look! I've Shrunk!

· 2018-10-23  
· 978-1-63352-213-8

Chompers is a boy that likes to eat junk food. One day Chompers magically shrinks down to the size of a thumbnail. He has a marvelous adventure and meets rats, bugs, frogs and birds. But the animals don't eat junk food. What do they eat?



### 04. Over the Rainbow

· 2018-10-23  
· 978-1-63352-214-5

A little baby turtle goes on a big adventure to find the rainbow. He travels through the rain, crosses a river, and walks a very long distance. And he meets many other animals along the way. But sometimes the journey is dangerous!

## • Book List

USD \$19.99

**05. Blue World Green World**

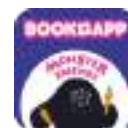
· 2018-10-23  
· 978-1-63352-215-2

The world is blue and the world is green. There are so many plants and animals on planet Earth. Look at the bugs, the birds and the reptiles! Look at the fruits, the vegetables and the flowers! The world is so amazing. But can you see the hidden images?

**06. Little Auto Zing-Zing**

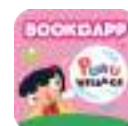
· 2018-10-23  
· 978-1-63352-216-9

In the town of Honkity-Honk, there is one cute little car named Zing-Zing. He drives around and is very kind and helpful. There is so much activity in Honkity-Honk. All the vehicles look like animals! Driving around is so much fun!

**07. Monster Friends**

· 2018-10-23  
· 978-1-63352-217-6

In Monster Woods are three very Blongo, Yellow Beak, and their dog Poochie. They have so much fun together collecting food and playing games. Join the Monster Friends for dinner and other fun activities!

**08. Puku Village**

· 2018-10-23  
· 978-1-63352-218-3

Welcome to Puku Village! Nick and Aria are two good friends and they are going for a walk through the village. Puku Village has so many wonderful things to see. Nick and Aria also go shopping at the market. What will they buy?





## • Book List

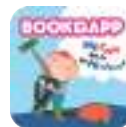
USD \$19.99



### 09. Tiki's Fun-Filled Winter

· 2018-10-23  
· 978-1-63352-219-0

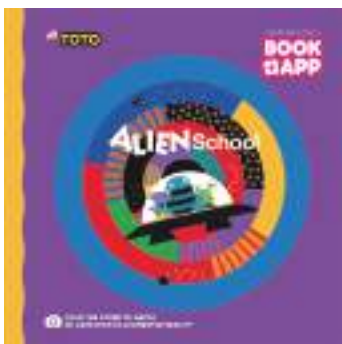
When it starts to snow, that means it's winter time! Tiki is a mouse and he winter time! Tiki is a mouse and he friends make snowmen, ride sleds, and skate on the ice! They decorate the Christmas tree and get ready for Santa Claus to come! Tiki's winter is so much fun!



### 10. He Can Do It By Himself!

· 2018-10-23  
· 978-1-63352-220-6

Little Charlie is only five years old...but there are so many things he can do! And he can do them all by himself! Charlie can clean his room, do arts and crafts, ride a bicycle, and brush his teeth... All by himself! What can you do all by yourself?



### 11. Alien School

· 2018-10-23  
· 978-1-63352-221-3

It's time for the Alien kids to go to Alien School! The students can enjoy so many activities at school. They jump on the trampoline, and make some arts and crafts. They put on a talent show, and study the stars. Come and spend the day at Alien School!



### 12. The Magic Garden

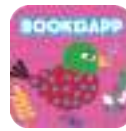
· 2018-10-23  
· 978-1-63352-222-0

This is the story of a little girl named Missy and her adventure in the Magic Garden. Missy follows a strange little Ant wearing a hat into the Magic Garden. She also meets an old One-Eyed Tree who welcomes Missy to the garden party where they all have such a wonderful time.



## • Book List

USD \$19.99

**13. The Cuckoo Bird**

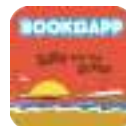
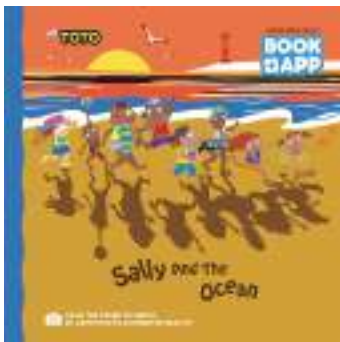
· 2018-10-23  
· 978-1-63352-223-7

The Cuckoo Bird just wants to get some rest. So he falls asleep in the clock. But the other animals are making so much noise! They don't know what time it is. It's time for the Cuckoo Bird to tell the animals what time it is. It's time to read about "The Cuckoo Bird"!

**14. Shop Hopping**

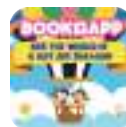
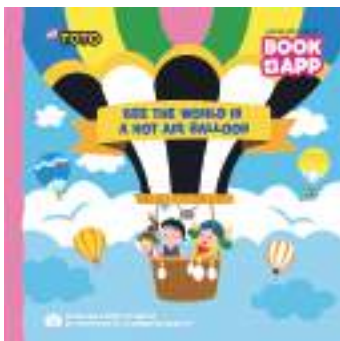
· 2018-10-23  
· 978-1-63352-224-4

The Crocodile and his Mouse Friends are going shopping! They go to so many different shops and see so many different things! They go to the toy store, the clothing store, and the candy store. There are so many things to buy. What will the Crocodile and his Mouse Friends buy?

**15. Sally and the Ocean**

· 2018-10-23  
· 978-1-63352-225-1

Little Sally is on vacation. She's travelled very far to see the beach on the ocean. She makes friends with the local kids and has so much fun playing on the beach. They make sandcastles and go fishing together. Sally will never forget this wonderful vacation.

**16. See the World in a Hot Air Balloon**

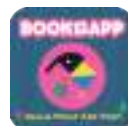
· 2018-10-23  
· 978-1-63352-226-8

Let's travel around the world in a hot air balloon! There are so many sites to see! Let's see London, Egypt, Kenya, Australia, Korea, and New York. Can you recognize the famous landmarks? The hot air balloon will take us to all the famous places.



## • Book List

USD \$19.99



### 17. Hello. What Are You?

· 2018-10-23  
· 978-1-63352-227-5

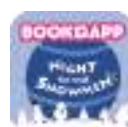
Can you guess what these shapes are? Look at the circles, triangles and squares. But can you see all the different animals? There are birds and bugs and fish. There are forest animals and circus animals. There are even people! Look carefully!



### 18. In Autumn

· 2018-10-23  
· 978-1-63352-228-2

Autumn is one of the four seasons. What happens to the trees in Autumn? What do the animals do in Autumn? What happens to the weather in Autumn? All the trees and animals are preparing for the winter...In Autumn.



### 19. Night of the Snowmen

· 2018-10-23  
· 978-1-63352-229-9

It's snowing and all the children are making a snowman! But what happens to the snowmen at night? They come alive! Look at the snowmen jump and run around! They are having so much fun. But what if they start to melt? What will happen to the snowmen?



### 20. Gus's Surprise Party

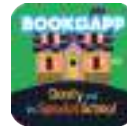
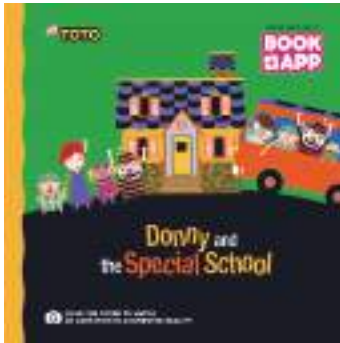
· 2018-10-23  
· 978-1-63352-230-5

Gus lives in the woods and has many woodland animal friends. But while Gus is at school, his animal friends decide to throw him a surprise party! They do so many things to prepare for the party. They make a cake and construct presents for Gus. Will Gus be surprised?



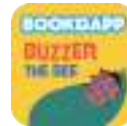
## • Book List

USD \$19.99

**21. Donny and the Special School**

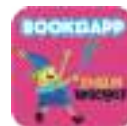
· 2018-10-23  
· 978-1-63352-231-2

Donny and his friends are not like ordinary children. They go to a special school and learn things at their own speed. And they have fun playing with toys and doing physical activities. Nobody teases Donny and his friends at the Special School.

**22. Buzzer the Bee**

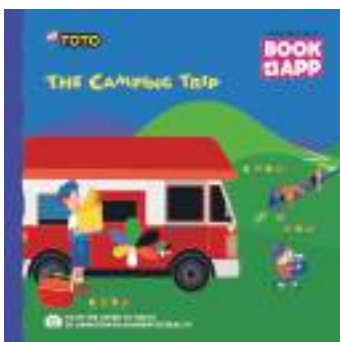
· 2018-10-23  
· 978-1-63352-232-9

Buzzer is a young Bee that goes to school. He wants to learn more about what other animals eat. Buzzer flies around and asks the other bugs and birds what they like to eat. Watch out, Buzzer! Those frogs want to eat you! Come and join Buzzer on his adventure!

**23. Goblin Mischief**

· 2018-10-23  
· 978-1-63352-233-6

Three little Goblins are learning how to use their magic wands. But they steal their father's magic wand. Oh no! They turned a monkey into an umbrella! They turned a rabbit into a giraffe! They are getting into so much mischief. How will they fix everything?

**24. Goblin Mischief**

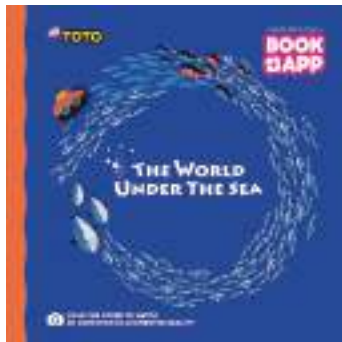
· 2018-10-23  
· 978-1-63352-234-3

Billy and his father are going on a Camping Trip! They drive out of the city and through the country in their RV. They walk through the forest and go fishing in the river. There is so much nature on the camp grounds. Camping is so much fun!



## • Book List

USD \$19.99



### 25. The World under the Sea

· 2018-10-23  
· 978-1-63352-235-0

Let's take a ride in a submarine and go deep into the sea! There are so many amazing fish to look at! See the flying fish, the puffer fish, and the seahorses! There are many wondrous things in the world under the sea.



### 26. Time To Go To The Amusement Park!

· 2018-10-23  
· 978-1-63352-236-7

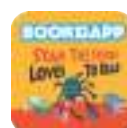
Hey everybody! It's Time To Go To The Amusement Park! We can buy candies and ride the rides! Make sure we know what time it is. We don't want to miss lunch time. And we don't want to miss the parade. There are so many fun things to do at the amusement park.



### 27. Hey! Hibernation!

· 2018-10-23  
· 978-1-63352-237-4

All the animals living in the old oak tree are getting ready for hibernation. The mice, hedgehogs, groundhogs and the bear have so many things to do. They will all sleep during the winter. Let's see how they will get ready!



### 28. Stan The Spider Loves To Read

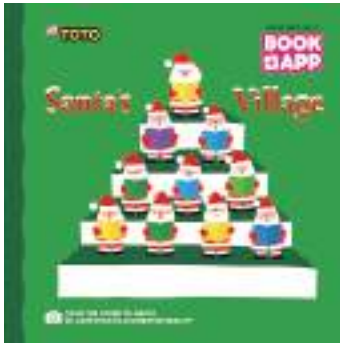
· 2018-10-23  
· 978-1-63352-238-1

Stan is a spider and he has just discovered the local library. There are so many books in the library. Luckily, Stan has many hands to pick up all those amazing books. Stan reads and reads so many books. Come and join Stan the Spider. You will love to read too!



## • Book List

USD \$19.99

**29. Santa's Village**

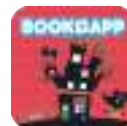
· 2018-10-23  
· 978-1-63352-239-8

Have you ever wondered how Santa could deliver all those presents to all the children around the world? The truth is that there is more than one Santa. In fact...there are many many Santas. And they all live in Santa's Village. All the Santas work hard to get ready for Christmas.

**30. Wilfred and The Toy Hospital**

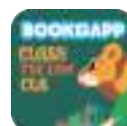
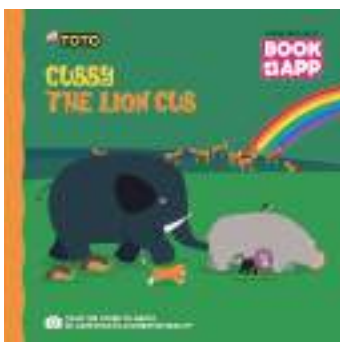
· 2018-10-23  
· 978-1-63352-240-4

Wilfred is a very nice man who fixes broken toys. He works at the Toy Hospital, and children bring him broken toys to be fixed. Wilfred has a very busy schedule and he gets broken toys almost everyday. But one day, a little boy brings in a broken robot. Can Wilfred help the little boy?

**31. Spring Is Here**

· 2018-10-23  
· 978-1-63352-241-1

Winter is over and Spring Is Here! All the animals are doing their spring cleaning. Now they can go outside and enjoy the nice weather. They can collect food and have a picnic. All the animals have so many things to do. Isn't it wonderful that Spring is Here?

**32. Cubby the Lion Cub**

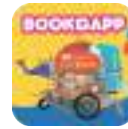
· 2018-10-23  
· 978-1-63352-242-8

Little Cubby The Lion Cub is going to be the king one day. His father tells him that Cubby must know all the animals in the kingdom. Cubby goes on a journey to meet as many as he can. Will Cubby become a good king?



## • Book List

USD \$19.99



### 33. The Handy Cart Beetle

· 2018-10-23  
· 978-1-63352-243-5

The Handy Cart Beetle and his cart are so helpful and handy to all the animals in the forest. The Beetle also delivers the mail and has candy for sale. The cart has so many tools to help fix your door and water your garden. Let's spend the day with The Handy Cart Beetle!



### 34. The Adventures of a Curious Clownfish

· 2018-10-23  
· 978-1-63352-244-2

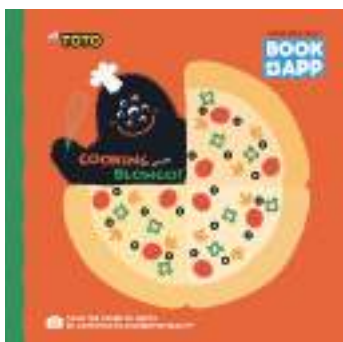
This is The Adventures Of A Curious Clownfish. His friend is a Spotted Cleaner Shrimp. Together they decide to leave the safety of the Sea Anemone and meet many other fish. Can you remember the names of all the fish they meet?



### 35. The Town Bus

· 2018-10-23  
· 978-1-63352-245-9

So many animals are riding the Town Bus today. The Pigs, the Bear, the Rabbits, the Penguins and the Moose are all going for a ride on the town bus. Where will it take everybody? Come and take a ride on The Town Bus.



### 36. Cooking With Blongo

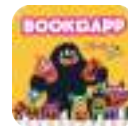
· 2018-10-23  
· 978-1-63352-246-6

Blongo is a monster! But don't be scared. He wants to cook with you! Let's gather our ingredients and carefully measure out what we need. Blongo knows how to make dough. Let's make pizza and cookies together! Cooking with Blongo is so much fun!



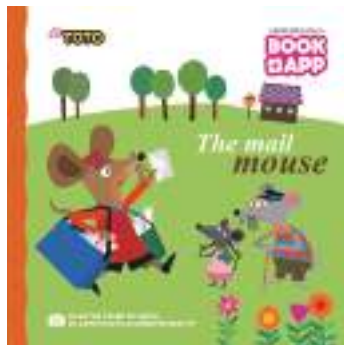
## • Book List

USD \$19.99

**37. Monster Street**

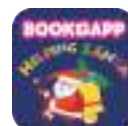
· 2018-10-23  
· 978-1-63352-247-3

Don't be scared! The Monsters living on Monster Street are not scary. They are fun! And today, they're having a circus! See the Monsters walk on stilts and eat candy. The Monster circus is an amazing show! Let's all join the circus parade going along Monster Street!

**38. The Mail Mouse**

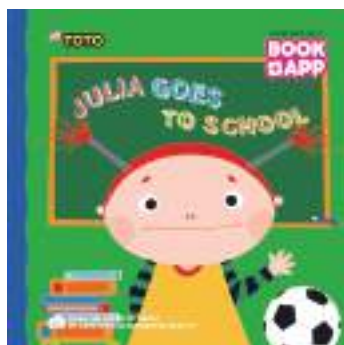
· 2018-10-23  
· 978-1-63352-248-0

Here comes The Mail Mouse! He delivers the mail to Mrs. Pig, Mr. Beaver, Mrs. Cow and Mr. Fox. The Mail Mouse helps the Grey Mouse family load their truck too! The Mail Mouse is so friendly. Everybody in town loves The Mail Mouse!

**39. Helping Santa**

· 2018-10-23  
· 978-1-63352-249-7

It's Christmas Eve and it's time for Santa to deliver his presents. And young little Mary is eager to get her gift from Santa. But Mary will get more than just a present from Santa. She is going to meet Santa!

**40. Julia Goes To School**

· 2018-10-23  
· 978-1-63352-250-3

It's the first day of the new school year. Julia is happy and eager to prepare and go to school. On her first day back to school, Julia had so many activities to do. She gave a presentation, played during recess, and helped clean up. Julia is such a good student!

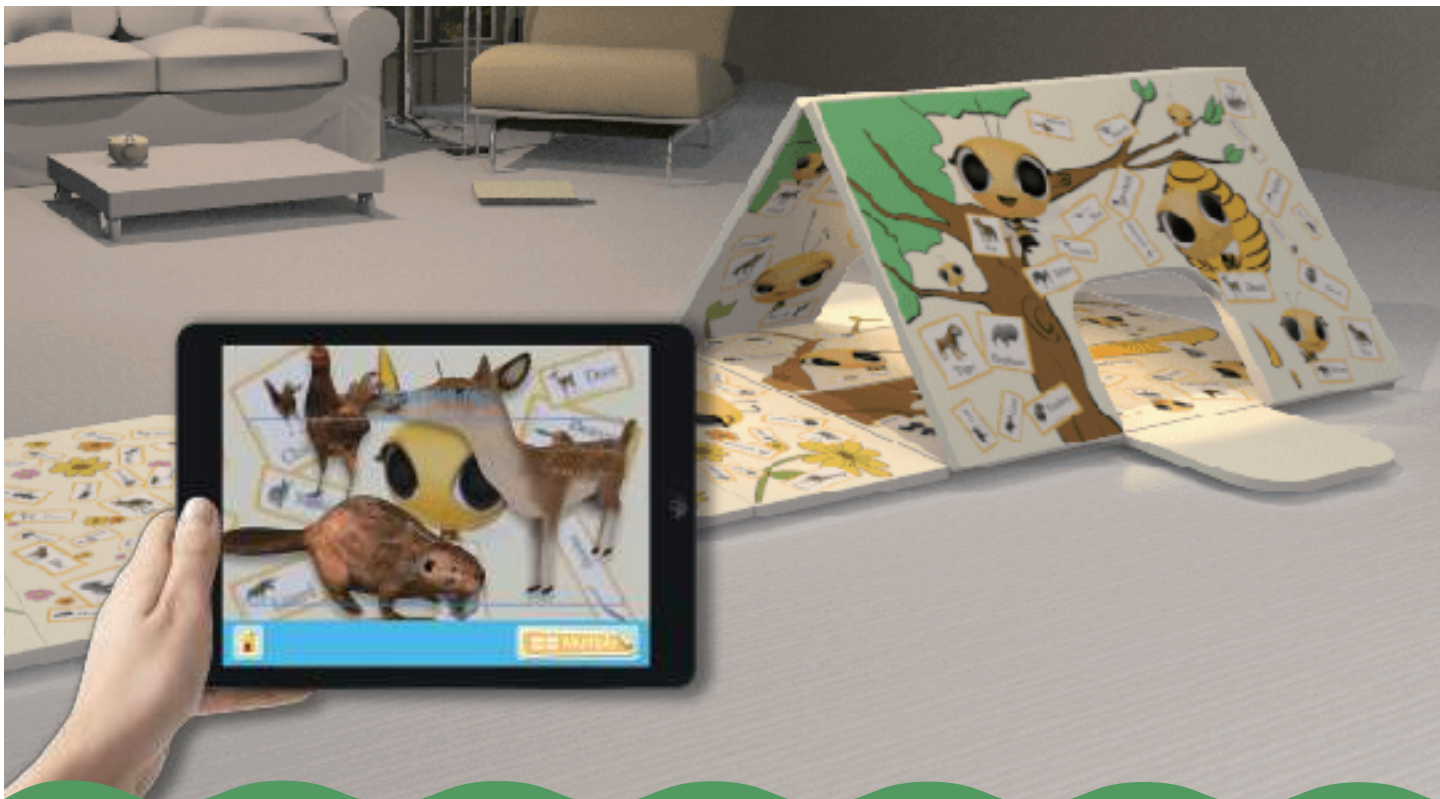


\* Patent Application Number/Date: 1020150035306 (2015.03.13)

\* Made in Korea Artbee INC.: Passing the Safety Standards of the Special Act on Children's Products

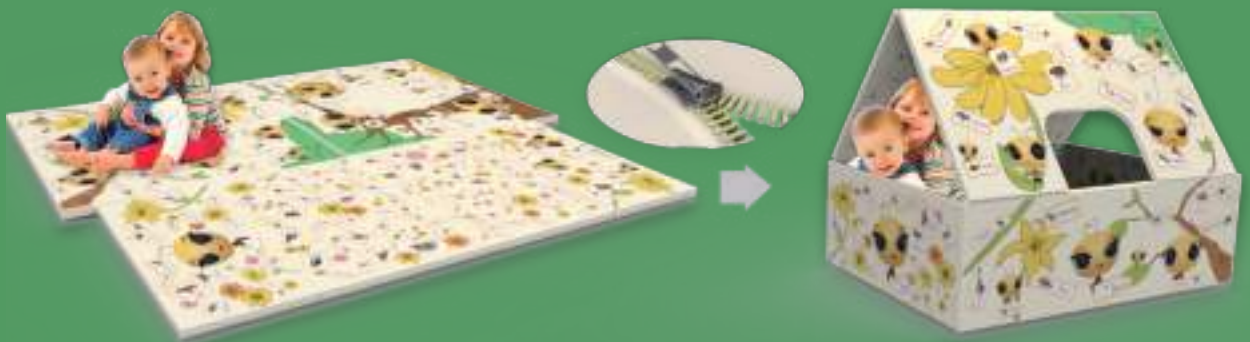
\* 1,100\$ USD

3D AR Kids Mat is the world's first augmented reality mat product that combines English textbook Panix and 3D Augmented Reality (AR) produced by Victoria Productions and is applied to folder mats for infants. In addition to providing children with safe play areas and solving noise problems between floors, the 3D Augmented Reality Education Program is designed to allow parents and children to learn English while playing at the mat together.



## INSTRUCTIONS

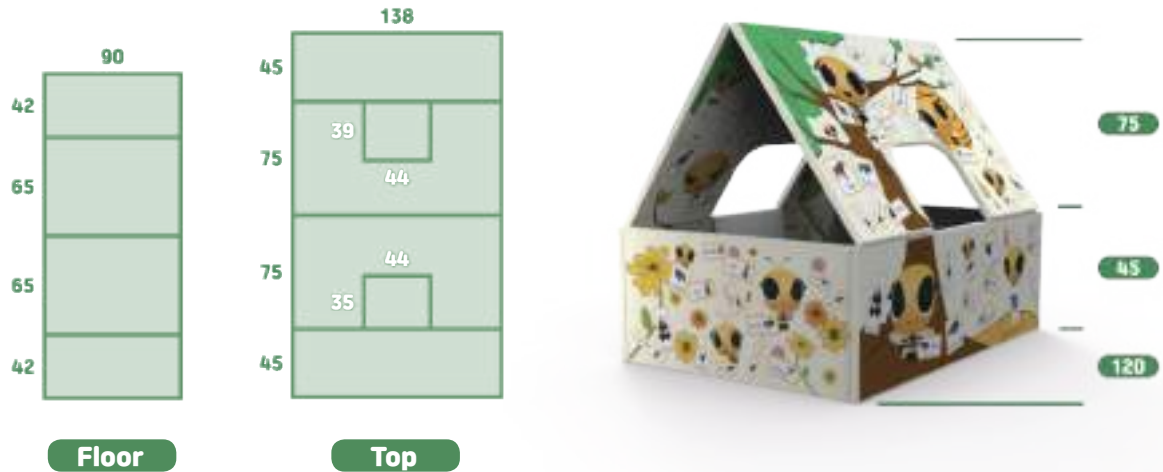
- Connect two mats by using the zipper and give your child a lovely play space.







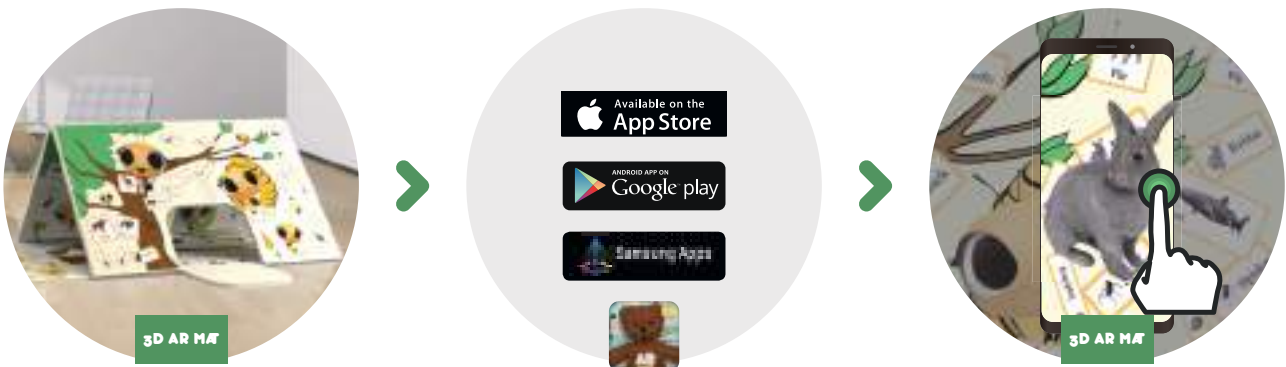
## Mat Size



Provide safe environment for young children to learn English vocabulary and phonics while having fun.



## How to use



Simply download the app to any smart device and scan the animal tags on the mat using the camera function and watch in amazement as the animated 3D animals pop up from the screen.

Experience them moving around while making authentic animal noises! You can use your fingers to interact with the animals by rotating them or by making them bigger and smaller. Tap the 3D animals on your screen to reveal the English spelling and pronunciation of their names. Parents can use the custom voice-recording feature to personalize the app for their children either in English or in another language. The app can be downloaded on both iTunes and Google Play.



EN



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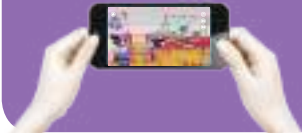


We have partnered with McGraw-Hill Education which is an American learning science company and one of the “Big three” educational publishers. The app is based on well-known celebrity Speech and Accents Specialist Susan Cameron’s book, *“Perfecting Your English Pronunciation”*.

- ① **Learn English pronunciation** in a fun way with friendly animated characters.
- ② **Practice difficult English sounds with 3D animations.**  
Carefully see the placement of your tongue, lips, and shape of your mouth when you pronounce certain sentences and compare what you see as see-through 3D animations saying the same thing.
- ③ **Download the lessons individually or together** and reduce your foreign accent more effectively.



• only electronic copyright



Sample page

# Download APP and Try it Now!

## • AR Spookiz



★ Download the app 'ARSpookiz 1' and scan this image!



### Play with AR Characters

Launch the app and place the camera over the book cover or characters into page and watch 3D Spookiz characters spring to life through augmented reality. Control their movements and make them dance with simple and intuitive controls.

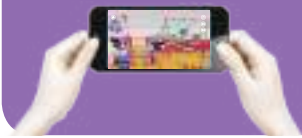
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### Camera Scan

Use your mobile device to scan each page of the interactive storybook and watch in amazement as the Spookiz animated tale instantly springs to life on your screen.





Sample page

# Download APP and Try it Now!

## • AR Tagme3D



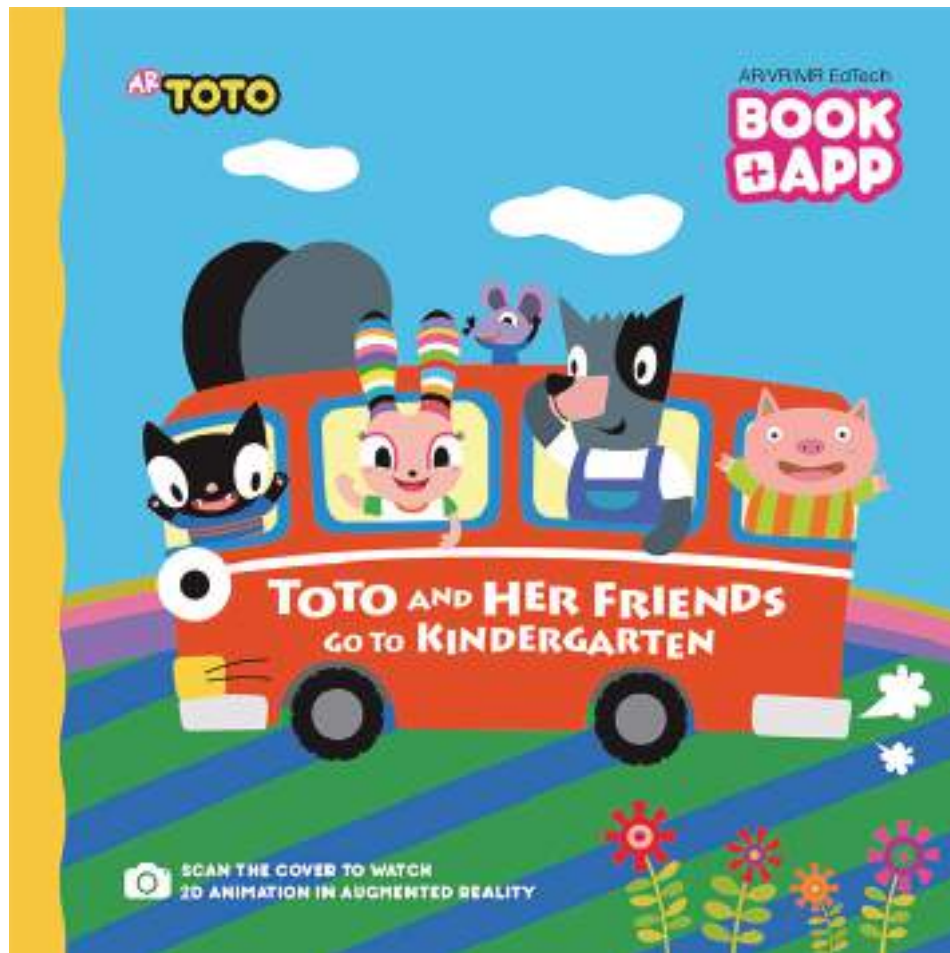
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## • AR TOTO



★ Download the app 'ARSpookiz 1' and scan this image!





## • AR TOTO



★ Download the app 'ARSpookiz 1' and scan this image!



**VRcamera mode** Immerse yourself in the story even more by scanning a particular page and watching TOTO's animation in VR mode. Enable/disable double vision or switch back to AR mode with buttons!

★ Download the app 'ARSpookiz 1' and scan this image!



**ARcamera** Every page can be viewed in 2D animation. Use your mobile device to scan any page of the interactive storybook and watch in amazement as the ARTOTO animated tale instantly springs to life on your screen.

AR/VR/MR EdTech  
**BOOK+APP**

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