

Welcome to Detroit – City of the Future!

In the 22<sup>nd</sup> Century, Detroit is THE hot spot for all manner of gear-heads, techno-geeks, trillionaire industrialists, international power brokers, dreamers, schemers and just plain wannabes – thanks to the city's thriving robotics industry.

That's right, *robotics*. This is *definitely* not your father's Oldsmobile.

The flip side is that "De-Droid" is also THE hot spot for all manner of super-criminals, megalomaniacs, mad scientists, industrial saboteurs, ultra-hackers, cyber-anarchists, and a race of evil sentient robots from the far side of the galaxy.

Who will protect the City of Tomorrow from the Terrors of Today?

What's that coming over the horizon to save the day? Is it a convoy of emergency vehicles... or a convoy of ten-foot-tall robots?

Welcome to the world of...

# TRANS FORMERS

...ANIMATED...

**THEY'RE NOT HEROES – THEY'RE JUST PROGRAMMED THAT WAY!**

## TRANSFORM AND ROLL OUT!

**TRANSFORMERS: ANIMATED** is a new twist on an old classic – a high-octane, animated action-adventure series based on the beloved 1980s “robots in disguise” of toy and cartoon fame – but with the kind of character-driven humor, clashing distinctive personalities, smart storytelling, dynamic action and kid-relatable FUN that audiences have come to expect from today’s hits like *Teen Titans* and *Ben 10*.

**TRANSFORMERS** - ‘cause it’s, y’know, cool robots who turn into trucks and planes and stuff, just the way you remember them.

**ANIMATED** – ‘cause we’re gonna take full advantage of the range of character expressiveness (yes, even though they’re robots), imaginative futuristic locales, dazzling action choreography and visual humor that animation offers (without going squash and stretch – we’re not THAT kind of animated).

## STRANGE VISITORS FROM ANOTHER PLANET...

On their home planet of **CYBERTRON**, **OPTIMUS PRIME** and his crew of sentient robot **AUTOBOTS** are not heroes. Loyal, dedicated, resourceful, hard-working, fun-loving “regular bots”. But not heroes. Yet.

Given his first command over a ragtag crew of misfits – lovable, gentle-giant “strong-bot” **BULKHEAD**; wise-cracking, adrenaline junkie “turbo-bot” **HOTSHOT**; instinctual, intense “ninja-bot” **PROWL**; crusty, battle-hardened “medi-bot” **RED ALERT** – in an unremarkable sector of Cybertronian Space, Prime dreams of excitement, adventure, and somehow making a difference in the galaxy.

But Prime gets more than he bargained for when the Autobots answer a routine distress call... and suddenly find themselves in possession of Cybertron’s most precious and powerful artifact – **THE CUBE** – and pursued across the galaxy by the megalomaniacal **MEGATRON** and his army of ruthless **DECEPTICONS** – a brutal race of war-mongering robots who seek to use the Cube as their ultimate weapon of destruction!

It’s a David vs. Goliath struggle for the plucky but unseasoned band of Autobots. Despite overwhelming odds, Prime and his crew manage to obliterate Megatron’s ship and save the Cube... only to have their own battle-damaged ship crash land on a remote backwater planet known as Earth.

## MORE THAN MEETS THE EYE...

Responding to an industrial disaster, the Autobots “blend” with their new surroundings by scanning and assuming the form of the local emergency vehicles. But it doesn’t take long before they’re transforming back to robot mode and utilizing their unique individual

powers – **PRIME's Transforming Gadgetry**, **BULKHEAD's Strength**, **HOTSHOT's Energy Blasts**, **PROWL's Stealth**, **RED ALERT's Magnetism** – to save the day.

And before they know it, they're not just heroes in the eyes of the locals – a curious organic species known as **HUMANS** – they're **SUPERHEROES**! Sworn to protect the Cube AND their new adopted home, the Autobots now have a **HUGE** responsibility to Cybertron and a **HUGER** reputation to live up to on Earth.

### **ROBOTS IN DISGUISE...**

As superheroes – and celebrities – the Autobots have more reason than ever to transform into their vehicle modes, just simply to “blend in” and not be noticed by the public. In a sense, the vehicle modes don't just serve as a quicker, more efficient way of getting around – they're the Autobots' “secret identities”, allowing them to investigate, infiltrate, and eradicate Earth-bound menaces with the element of surprise. In fact, many of our episode teasers will revolve around these signature “surprise transformations”.

### **STRANGERS IN A STRANGE LAND...**

Earth – with its diversified organic life, natural wonders, unique population of individuals, and rich popular culture – is a real curiosity for our Autobots. They've never experienced anything quite like it, and they're eager to experience more. Despite their elevated hero status, the Prime and his crew are true “fish out of water”, often perplexed by everyday things like traffic lights, speed limits and road rage (in Vehicle Mode)... and headier things like hero-worship, celebrity and mass media (in Robot Mode).

Their unlikely guide through Earth society is a brash, energetic 8-year-old girl named **SARI SUMDAC**, the adopted daughter of robotics magnate **ISAAC SUMDAC** – the Bill Gates of Detroit's thriving robotics industry. Setting them up with a lair in an old abandoned **AUTO PLANT** on the outskirts of town, Sari not only becomes an “honorary Autobot” – enlightening them on such mysteries of Earth life as megamalls, holovision, hoverboards, junk food, and basic hanging out – but also a vital component of the team in their adventures (but never to the point where she overshadows our Autobots or comes across as the star/POV character of the series). For the Cube – for reasons known only to itself – endows Sari with the power over **THE KEY** – which serves as an emergency power supply and healing source for the Autobots. Needless to say, the **DECEPTICONS** would LOVE to get their hands on the Key, not to mention the Cube itself.

### **WITH GREAT POWER...**

And speaking of **DECEPTICONS** (you knew we had to get around to them sometime), they're still out there. While Prime and his crew are out fighting Earth-bound super villains and basking in their newfound superhero status, the **REAL** threat is out there

regrouping. And preparing to return with a vengeance. Sure, the Autobots can wipe the floor with the Earth-bound villains. But what happens when their own kind – who nearly blew them into vaporware last time – invade and reveal the Autobots as the unseasoned grunts they really are? Realizing that they're largely responsible for bringing this enemy upon their adopted home, Prime will have to whip his motley crew into shape to defeat the Decepticons – rallying each Autobot to abilities and heroics none of them could have even imagined themselves capable of before. Not only is the fate of the Earth at stake, but the fate of the entire Cybertronian civilization!

## **WHY IS THIS TRANSFORMERS SERIES DIFFERENT FROM ALL OTHER TRANSFORMERS SERIES?**

To put it bluntly, **TRANSFORMERS: ANIMATED** will be more like a Superhero show than a Transformers show. While there will be no mistaking our “robots in disguise” for the Justice League or the X-Men, the threats they face will come from a wide variety of sources. A rogue’s gallery of villains, rather than the same Decepticons week after week. But don’t panic. Approximately a third to half of the episodes will revolve around the growing threat of the Decepticons... and the ultimate fate of **MEGATRON** (more on that later... wait for it!). The Decepticons will come individually at first, each single villain a unique personality with his own unique agenda... and more than a match for our entire team of Autobots. After each individual victory, the burning question in our heroes’ (and our audience’s) minds will be “How can our tiny band of Autobots possibly stand up to an entire army of Decepticons?”

Regardless of the threat, each episode of **TRANSFORMERS: ANIMATED** will blend an exciting sci-fi-action-mystery-adventure-intrigue “A-story” with spectacular set piece battles in cool, futuristic, *Tomorrowland-meets-Minority Report* locations... set against a more personal story involving relationships with two or more of our regular characters... and a comic “fish out of water” type runner. In short: Action, Character, Humor, Heart – the key ingredients our fickle kid audience craves.

And, of course, lots of cool robots turning into trucks and planes and stuff.

### **PERSONALITIES**

A smaller core group of Transformers allows us to explore personalities and character relationships, rather than having a dozen or more robots fighting each other... for screen time. That, combined with more expressive faces and lots of fun humorous moments, allows our audience to relate to the Autobots as people, not just cool toys.

Don’t worry, we’ll have plenty of opportunities to bring in guest Transformer characters – Autobot AND Decepticon – not to mention the occasional flashback, ala *LOST*, of our heroes’ lives on Cybertron BEFORE they crash landed on Earth.

Also, by not starting them out as Cybertron’s greatest heroes, our characters have somewhere to grow. Even though they tower like gods over the Earthlings they protect, as personalities they’re more down to earth, more accessible to our audience. They’re kind of new at this stuff. They make mistakes. They’re human, despite the fact they’re enormous transforming robots. Besides, it’s much more fun to see someone BECOMING a hero than BEING a hero.

## **POWERS, NOT GUNS**

The Superhero angle gives our characters a unique relationship to their adopted planet. What if Superman had been an ordinary guy on Krypton, then came to Earth as an adult? Now multiply that by five and you've got five unique reactions to one very extraordinary situation. In addition, giving our Autobots (and Decepticons) unique individual powers also helps further define their characters and differentiate them visually from one another. And let's face it, Robots With Superpowers are just plain cool!

## **COOL FUTURISTIC SETTING**

Twenty-Second Century Detroit provides us with unique technology and locations, but also allows the Autobots' Vehicle Modes to be just as cool as the Robot Modes. Sure, they'll still be recognizable to kids as Vehicles – just butt-kicking 22<sup>nd</sup> Century Vehicles!

In addition, we'll have lots of fun with Sumdac's domestic robots, which are everywhere. Unlike the Autobots, these bots are purely non-sentient consumer products, with all the inherent trappings (think advertising, Bot Shows and gleaming showrooms with the latest models, trade-ins, used bot lots, bot-jacking, bot repair services, you-name-it). The designs will range from "vacuum cleaner functional" to more whimsical "human interface friendly" (think more *Sleeper* than C3PO). And, of course, like all consumer products, they don't always work properly, leading to both comedy and danger.

## **NO MORE "ROBO GANG WAR" EVERY WEEK**

How many times and how many different ways can you watch a bunch of robots fight a bunch of other robots? No matter how cool they are, it gets tedious after a while. And Megatron seems like a pretty lame-o villain if he gets his butt handed to him every single week. By introducing a brand new rogue's gallery of villains – human, machine, mutated hybrid, alien and otherwise – we open up our series – and the entire Transformers franchise – to a whole new world of possibilities.

This is a robot super team show first and foremost. Our heroes are ordinary bots in extraordinary circumstances. Strangers in a strange land defending their adopted home. Don't worry, the Decepticons are coming. Just not right away. And not all at once. Villains are cooler and scarier when you build the mystique first.

And when the Decepticons DO come, our Autobots are the underdogs, up against the baddest of the bad. It's like a single platoon of rookie grunts having to take on the top Nazi generals. They're hopelessly outgunned by the Decepticons and yet through perseverance, will and cleverness they're able to defeat their enemies. Barely. They have to work to defeat their Decepticon enemies one at a time. They're in BIG trouble when Megatron returns and unites them all. And he IS coming.

## **SIMPLIFY, SIMPLIFY, SIMPLIFY**

Despite the rich backstory, we're gonna keep things in the "now". Stand alone stories with a few "arc" episodes that build to a bigger story, but don't require our audience to see every episode to know what's going on. History comes in when it's vital to the story. Sure we'll reward the fans with the occasional hint of things to come and call-back to things that came before, but never at the expense of losing the rest of the audience.

## THE AUTOBOTS

Just how exactly did these towering marvels of technology become living, sentient beings with the ability to transform their appearance to adapt to their environment?

Two words: WHO CARES?

The origin of the Transformers is a debate best left to scientists, theologians and internet fan geeks. It won't have anything to do with our show. The one thing we need to know is, whatever brought them to "life", it has something to do with **THE CUBE**. And without the Cube in their possession, Cybertronians cannot evolve and will eventually stagnate and die out. In other words, they can't upgrade so they'll soon become obsolete.

When the battle with Megatron sent the Autobots' ship – and the Cube they carried – plummeting to Earth, they crashed to the bottom of Lake Erie, where they remained in stasis for many years... until a disaster at a Detroit robotics plant nearly caused an environmental catastrophe, which unleashed a monster that would boil Lake Erie! With the Cube in danger, the Autobots awakened. Scanning the area, the Cube zeroed in on the cutting edge emergency vehicles at the scene of the crisis on shore. To better blend in with their environment and prevent further panic, the Autobots transformed themselves to resemble these vehicles so that they could assist and contain the crisis "undercover".

But the scope of the catastrophe forced Prime and his crew to shed their disguises, transform back to Robot Mode, and inadvertently reveal themselves to the public. But rather than cause a panic, the Autobots created a sensation. One media spin later and the City of Detroit had its new mascots. Its new protectors. Its new SUPERHEROES.

The Autobots' core processors might be advanced far beyond human minds, but, as fish out of water, they have a sometimes comic inability to grasp Earth's culture and slang. Without the rigid social constraints of Cybertron – where every bot has a specific function and leisure is an alien concept – the Autobots can relax and enjoy themselves – two things that were impossible back home. When they're not saving humanity, they're watching holo-videos, listening to music, or exploring their new environment. They'll even develop "hobbies" (although some with more success than others). Prime feels that consuming as much Earth culture as they can is the best way for the Autobots to relate to Earth's people. Some of his crew do it to adapt and fit in; others just to have fun.



## OPTIMUS PRIME

**Robot Mode Power:** Prime is a “walking Swiss Army Knife” with the ability to transform any part of his robotic body into a tool or gadget. Batman has a utility belt. Prime IS a utility belt. Or a James Bond car come to life. His arms and legs can hyper-extend. He can whip out a series of grapples and “Spider-Man” his way around Detroit. Prime can also “spike” into any computer or machine and control it ala R2D2/Robocop. Think of him as Inspector Gadget without the goofiness. Axe? Smokescreen? Hang Glider? Fire Extinguisher? Yup. He’s got ‘em. Guns or other traditional weapons? Not so much. Prime isn’t just stocked with tools, he’s clever about how he uses them.

**Vehicle Mode Appearance:** Fire Truck.

Optimus Prime is a young (by Cybertronian standards) commander of a ragtag and largely inexperienced group of misfit Autobots. He’s a born leader, a natural tactician, a dedicated never-say-die fighter, and a master of improvisation in the face of adversity. Unassuming, humble, friendly, cheerful, Prime comes across as “The Bot Next Door”. He’s more Tom Hanks than John Wayne (think *Saving Private Ryan*), taking his mission and his men with the utmost seriousness, but still able to relate to them as a regular guy. He’s not the kind of leader who needs to bark orders to command respect (besides, he’s got Red Alert to do that for him).

Prime takes his image as a Superhero the least seriously of the Autobots – he’s focused on the job, not the glory. He doesn’t mind the admiration, he’s just uncomfortable in the spotlight... which of course makes him all the more lovable. He knows he can come across as a bit of a stiff, but he also has a self-aware sense of humor about it.

Prime is also all too aware of the weight of responsibility he and his crew have had thrust upon them. No matter how quippy and light-hearted they may get in battle, he never loses sight of what’s at stake. And no matter how revered and acclaimed they are on Earth, he knows in his heart that they’re still a bunch of inexperienced grunts compared to the Decepticons they will ultimately have to face.

Prime takes a paternal role with the trio of “young-bots” (Bulkhead, Hotshot, Prowl) under his command, often settling their sibling-like squabbles. He relies heavily on Bulkhead’s muscle, but could do without his bull-in-a-china-shop tactics. He is amused (and perhaps a little bemused) by Hotshot, a sentiment he must often mask when the time comes to play the stern disciplinarian. He understands Prowl’s silence and need for solitude, allowing the “ninja-bot” the space that he needs to open up when he’s good and ready. As a result, Prime probably knows the mysterious Prowl the best of all the Autobots. He respects Red Alert’s experience and wisdom, relying on the crusty Medi-Bot to double as his drill sergeant second-in-command or confiding in him when he needs advice. He’s a reluctant substitute father for Sari, often as perplexed by her behavior as any dad of a pre-teen. Despite the power she wields with the Key, Prime recognizes the extreme danger Sari puts herself in every moment she’s with the Autobots. It will take some convincing for him to see that she’s more than capable of handling herself.

## BULKHEAD

**Robot Mode Power:** Bulkhead is easily the strongest of the Autobots. That combined with battering ram arms make him the ultimate “Demolition Bot”.

**Vehicle Mode Appearance:** S.W.A.T. Assault Vehicle.

Every team needs its “muscle” and Bulkhead is it. Designed primarily for demolition, Bulkhead is a bull in a china shop, whether he wants to be or not. In battle, he’s your greatest weapon. Everywhere else... well, hide the breakables. He’s not overly clumsy, just like that big overly enthusiastic dog who doesn’t know his own size or strength.

Bulkhead comes across at first as a dumb jock, but scratch the surface just a little and you’ll see he’s a softy at heart. There’s a sweet, sensitive, even innocent side to Bulkhead that especially comes out around Sari, whom he dotes over like a beloved kid sister. Think of him as Andre the Giant from *The Princess Bride* with a bit of Tohru from *Jackie Chan Adventures* thrown in.

Bulkhead has a natural curiosity about humans and their culture. He’s especially interested in art, something that doesn’t exist on Cybertron. In fact, Bulkhead has taken up painting and sculpture as hobby. On some level the creative urge is an attempt to compensate for all the destruction – deliberate or inadvertent – that he causes. Problem is, most of his “creations” either fall apart, don’t look a thing like what he says they are, or are just plain butt-ugly. Not that anyone would ever tell Bulkhead that to his face.

Bulkhead is a bit self-conscious about his superhero role. He’s often concerned that he and the others setting the right example for humanity. It probably has something to do with the fact that he’s the Autobot most Earthlings are instantly afraid of, due to his size, strength and destructive capabilities.

Bulkhead looks up to Prime as both a commander and a father figure. It really hurts him when he feels he’s let Prime down. He admires Hotshot’s cool, but also can easily get his feelings hurt by one of the Turbo-bots flip remarks. By contrast, he just doesn’t “get” Prowl, despite his constant attempts to have the ninja-bot teach him how to move more gracefully. Red Alert scares him, partially due to the Medi-Bot’s intimidating drill sergeant side, but mostly due to his battle-hardened “I’ve-seen-the-enemy-up-close-and-lived-to-tell-the-tale” thousand-mile stare.

## HOTSHOT

**Robot Mode Power:** Hotshot can create electric force blasts, allowing him to stun enemies or blast his way through whatever's in his path. He's also the fastest of the Autobots, in both vehicle and robot mode.

**Vehicle Mode Appearance:** Police Pursuit Cruiser.

Hotshot is the “kid” of our team, easily the youngest and the least mature of the Autobots. As the name and powers might imply, he's a hothead and a showoff, always acting on impulse and rarely considering the consequences. He behaves like a rebellious teenager, with a sarcastic, wise-cracking ‘tude and a disdain for authority. And between Prime and Red Alert, there's plenty of authority on the team for him to rebel against. Mix that in with some human authority figures (like, say, the Detroit Metro Police, who don't really care for the bot posing as one of their own) and you've got a recipe for constant trouble. What prevents Hotshot from being a total jerk to the team is that he's actually quite charming, in that irascible boyish way. What prevents him from being a total jerk to our audience is the pleasure in watching him hoist by his own petard.

A total adrenaline junkie with a “need for speed”, Hotshot always *wants* to be first – in battle, in a race, in line at the holo-movies. Of all the Autobots, Hotshot likes his vehicle mode the best, actually preferring it over his robot mode. Vain and egotistical, Hotshot is constantly upgrading himself, detailing and re-painting and otherwise trying to make himself into the most cherry rig in town. Eventually, he will develop two more TBD alternative vehicles modes (sports car? formula race car?).

While the other Autobots dabble in Earth pop culture, Hotshot positively revels in it. Music, holovids, VR games, extreme sports, you name it, he's into it. And he's always hungry for more. As a result, Hotshot bonds with Sari instantly, treating her more as a peer, a fellow Autobot and the gatekeeper to the funhouse that is Earth, rather than a human who must constantly be protected. The flip side is Hotshot is always getting her in trouble, sneaking her out to go along with his schemes and often forgetting that Sari, like other humans, can't upgrade or fix herself like an Autobot when things go awry.

As far as his superhero status, Hotshot naturally digs the spotlight and will do anything to have it shining brighter and exclusively on him. Unfortunately, his big mouth, brash tone, and “bring it on” attitude often creates more harm than good, both for the Autobots and the humans they're trying to protect.

Hotshot rebels against Prime, while at the same time seeking his commander's approval – a deadly contradiction that never serves him well. He loves to bust Bulkhead's chops, but never quite knows when he's taken the joke too far. When he's not feeling jealous of, or acting fiercely competitive with Prowl, Hotshot is constantly trying to get a reaction – any kind of reaction – out of the bot-of-few-words. The one being in the universe Hotshot has any respect for is Red Alert, who can put the fear of Decepticons in him with just one dirty look.

## **PROWL**

**Robot Mode Power:** Prowl is sleek, agile, an expert in camouflaging himself and “silent running” (although he falls just short of having an actually “cloak of invisibility” – that’s Lockdown’s shtick). He can turn virtually any object into a weapon (ala Jackie Chan). He also has keener senses – higher rez everything – than the other Autobots.

**Vehicle Mode Appearance:** Motorcycle.

Prowl is dark, sleek, agile, mysterious – the ninja of our team. He speaks only when he has to, and even then as brief as possible. Of all the Autobots, he’s the most skilled in direct combat. A natural spy, Prowl can infiltrate most any location unseen and unheard, so he’s used for reconnaissance more than any other Autobot. He is a bot of very little talk and much action. While some on the team might see him as a loose cannon, Prowl is actually the most fiercely loyal of the bunch. He just prefers to do things his way.

Spiritual, intense and instinctual, Prowl is very Zen and more in tune with nature than his teammates. He has a great love for animals as well as a calming effect on them. Unfortunately, he’s always bringing home lots of strays, and not just the garden variety cats and dogs. Not being from Earth, Prowl has no idea why, say, a skunk or a rattlesnake might not make a good house pet. It’s almost as if he has a sixth sense for all organic life. He maintains a bonsai garden for meditation at the lair... but you’re much more likely to find Prowl off alone in the woods somewhere, communing with nature.

Prowl values human life more than he values his own, but he kind of resents being treated like a Superhero. Anything that draws attention to him and keeps him out of the shadows can’t be a good thing. He’ll do anything he can to avoid the limelight. He’s much more the save-the-day-and-run, “Who-was-that-masked-bot?” type.

Prowl trusts Prime inherently and will follow his commander to the end of the universe, if not obey his orders to the letter. Prowl is often impatient with Bulkhead, whose brutish smash-em-up battle tactics are the polar opposite of his own ninja stealth and agility. Hotshot just plain annoys him. The guy just won’t shut up. And to make matters worse, the two are often stuck together on missions. Prowl is constantly probing Red Alert to learn more about the Decepticons, which is part of the reason Red Alert doesn’t entirely trust him. Prowl is also Sari’s fiercest protector. More than the others, he’s the one pushing to teach her how to protect herself. And Sari just plain thinks he’s cool and always wants to tag along wherever he goes.

## RED ALERT

**Robot Mode Power:** Red Alert has magnetic powers. He can attract and repel any metallic matter, or create magnetic force fields. He also uses these powers as the team's medic, reshaping metal and circuitry, patching up any of the Autobots in the field. Those skills/powers also serve him as the team's gadget-head, configuring any tech they need on the fly (which also allows for robot/vehicle mode upgrades for all our characters).

**Vehicle Mode Appearance:** Tactical Medial Response Vehicle.

Short-tempered, grizzled and seemingly older than the Cube itself, Red Alert is the team's medic and Prime's occasional drill sergeant/second-in-command. He's an expert healer, but his bedside manner leaves a lot to be desired. Think Dr. "Bones" McCoy with a lot of *Deadwood*'s Doc Cochran. Spend two minutes with Red Alert and you instantly get the sense that this bot's seen it all. And he has. No long-winded war-storyteller (i.e., he's not Kup), Red Alert largely keeps his past to himself, dishing out tantalizing tidbits when he feels the "kids" can handle – or NEED to handle – some of the truth.

While not technically a combat bot, Red Alert can kick chrome with the best of them. Trust me, you do NOT want to get on his bad side. A pacifist at heart, he's been around long enough and seen enough of the galaxy to know that fighting can't be avoided. And quite frankly, the whole thing ticks him off. The others see him as a cynic, but Red Alert knows he's a realist. He's the kind of hero who does his heroics simply because they're the right thing to do... and constantly grumbles while doing them. He has no time for hero-worshipping humans and is occasionally openly hostile to his admirers.

But, as we'll discover, there's a reason for his attitude. A long time ago Red Alert was captured by the Decepticons and held for months in captivity. Still not entirely convinced that he hasn't been reprogrammed as a double agent, Red Alert is constantly running diagnostics on himself, living in fear of the day that he might "turn". Unlike the others, he's seen the enemy up close and knows just how terrifying they are.

Red Alert is the least interested in Earth, humans or its culture, but he's fascinated by their technology. Well, not fascinated so much as suspicious. Nothing in the Earth's recent technological past quite jibes with the quantum leap that Sumdac's robotics represent. Red Alert smells a rat – or more accurately a Decepticon.

Red Alert always follows Prime's commands, but makes no bones about when he disagrees with them. He is particularly harsh on Bulkhead, knowing his innocence and sensitivity won't wash against the Decepticons. He knows how to push Hotshot's buttons – and surprisingly proves himself to be a more inventive and ruthless practical joker. He doesn't entirely trust Prowl. Something about all that nature stuff isn't exactly Autobot-like. Red Alert often finds himself teamed up with Sari in the field medic position as her Key is an essential healing tool. He can't for the life of him figure out why the Cube would chose such a immature creature for such a tremendous responsibility.

## SARI SUMDAC

Although Sari is one hundred percent human, she's an "honorary" Autobot nonetheless. Although it bears repeating that she is not the "star"/POV character, but more an April O'Neil human confidante for the Autobots. As the adopted daughter of robotics magnate Isaac Sumdac, Sari lived a sheltered life until she met the Autobots. Obsessed by his work, Sumdac had little time for Sari growing up. As a result, she was raised largely by his domestic robot drones, whom little Sari came to love as deeply as any parent, nanny, teddy bear and/or imaginary friend. That's one reason why she bonds with the Autobots.

The other reason is the Autobots now need Sari to survive. When they first awakened, the Cube scanned for technology that would allow the Autobots to blend in with their environment. But it scanned something else first. An organic life form. Specifically, a pre-pubescent girl that was hanging around her father's robotics factory. Call it an accident or call it destiny, but the Cube projected part of itself onto Sari in the form of THE KEY. Wearing it on a chain around her neck, Sari can use the Key to absorb the Cube's energy and store it like a battery, providing an emergency power supply and healing source for the Autobots in battle. It also provides Sari with an almost psychic connection to the Autobots. She can sense when they're in danger... and when Decepticons are near. As time goes on, Sari may discover other TBD uses for the Key (controlling non-sentient machinery? an EMP that can shut down Cybertronians?).

Sari acts as the Autobots' unofficial ambassador to the planet Earth, cluing them in on such alien concepts as junk food, school, sleep, popularity, shopping, belching contests, fashion, and the dreaded tow away zones. At times it's like the blind leading the blind – being the daughter of the richest geek on the planet and raised by a bunch of robot drones doesn't make Sari the most normal girl in town. But it's made her an independent, open-minded, outspoken kid who doesn't give a crud what anyone else thinks of her.

Living under the constant protection of first Sumdac's drones and now the Autobots, Sari has practically no fear – a quality that serves her well in battle, but not so well when you consider she's carrying what amounts to a compass that can lead the Decepticons straight to the Cube. To help protect her, Red Alert builds Sari her own cybernetic exo-armor (more Ripley's "walking fork-lift" in *Aliens* than a giant Autobot-like "mech"), and Prowl teaches her how to battle with it.

Sari sees Prime as the father she never really had – one who's present, focused and attentive. She has high expectations of Prime and deep disappointments when he falls short of them. She has a particular affection for Bulkhead like a big old Teddy Bear, encouraging him in his artistic pursuits and trying in vain to improve his coordination (Bulkhead taking ballet – it ain't pretty). Sari and Hotshot bond on many levels, not the least of which include their fearlessness, youthful energy and disdain for authority. The down side is they encourage each other's "bad behavior". Sari thinks Prowl is the coolest and wants to be wherever he is (think Wolverine/Jubilee). All three "young-bots" are like the siblings she never had. Unfortunately, she ends up spending most of her time with Red Alert, who is more like the scary uncle she never wanted.

## ISAAC SUMDAC

No, he's not an Autobot. He's not even an honorary Autobot. But he plays a vital role in the story of the Autobots. And the Decepticons. And he is a "transformer" of a sort. As the founder of the modern robotics industry, Sumdac single-handedly transformed the city of Detroit from the crumbling symbol of a declining automobile industry to the gleaming, thriving beacon of the future it becomes in the 22<sup>nd</sup> Century of our series. And his public awe and deep gratitude toward the Autobots is largely responsible for their elevated superhero status on Earth.

A spry 67-year-old, Sumdac is a genius, an obsessive innovator, and above all a dreamer. He's Bill Gates meets Thomas Edison with a touch of Willy Wonka eccentricity. Think Richard Attenborough in *Jurassic Park*. When asked where the inspiration came for his cybernetic marvels, he always replies whimsically, "It fell from the sky."

Turns out he's not kidding.

One night in the late 21<sup>st</sup> Century, the young Sumdac thought he saw a falling star cascade into his back field, but it was something much better. It was the smoldering, non-functioning remains of the head of an alien robot. One whom our audience might recognize as MEGATRON!

Turns out after his battle with Prime and the Autobots, a badly damaged Megatron ejected from his ship and crashed to Earth, landing in Sumdac's field. In the decades that passed while the Autobots slumbered in stasis at the bottom of Lake Erie, Sumdac was able to reverse engineer Megatron's Cybertronian technology and usher in the Automatronic Revolution of the 22<sup>nd</sup> Century.

But what Sumdac doesn't know is that the remains of the cybernetic alien he recovered may be more functional than it appears. And that Megatron has been manipulating him to bring Earth technology to a level that will allow him to reconstruct his battle damaged body... and a whole new army of Decepticons! Random, seemingly unrelated industrial accidents and other stand-alone-villain-spawning mishaps will ultimately be revealed to be part of the grand master plan of Megatron, operating through his puppet Sumdac.

Believing Megatron to be a dear friend of his beloved Autobots, Sumdac decides to repair him as a loving thank you gift to Earth's new protectors – not to mention a way to make up for ripping off all their technology for his own gains. And as the Megatron head grows more functional, his manipulation of Sumdac will increase as well (think Jafar and the Sultan in *Aladdin*). With his childlike curiosity and trust, Sumdac never knows that he's unwittingly unleashing a scourge upon all of humanity and Autobots alike.

## THE DECEPTICONS

One more piece of vital Cybertronian history: A long time ago there was a massive series of wars between the Decepticons and the Autobots for possession of the Cube. The Autobots ultimately won and banished the Decepticons, but the Decepticons managed to steal a small shard of the Cube. Since then the Decepticons have been in hiding, dispersed to the edges of the galaxy. Some say their stolen shard of the Cube scrambled their processors and drove them all mad. Some say they roam in packs, raiding worlds, ravaging and cannibalizing technology for their very survival. Very few of today's Autobots have ever even seen a Decepticon, as few are still left who were around for the great wars. But rumors persist. Decepticons – and Megatron in particular – have become the “boogeymen” for the Autobots. Frightening, unknowable savages of legend.

The reality is so much worse.

The Decepticons existence is a living example of what happens when Cybertronians try to survive without the Cube. And it ain't pretty. They've abandoned their “humanity” in the name of survival. Their very appearance is more twisted, stitched-together, freaky. Scary. Their like H.R. Geiger creatures crossed with Sid's mutant toys from *Toy Story* (although, once Megatron gets his Decepticon factory up and running, they may start mysteriously start showing up with gleaming brand-spanking-new robot modes – most of these encounters will serve as “field tests” for Megatron's new body). They would rather die or live like wild beasts than live under the Autobots' rule.

Remember how the “injuns” were portrayed in the old Westerns, long before political correctness? Remember *The Searchers*? Okay, more recent example. “The Others” in *Lost*, maybe with a little bit of the Aliens (from *Alien/Aliens*/et al). From a distance, the Decepticons are scary just by their sheer bloodthirstiness. Then up close they're even scarier when you realize just how smart they are. And calculating. And heartless. And utterly fanatical in their devotion to the destruction of the Autobots. At first, we won't see them so much as the smoldering remains of where they've just been.

They're deep dark villains. Which is why they're best served up in small doses.



## MEGATRON

**Robot Mode Power:** Megatron begins our series with only one power. The power to lie and manipulate Sumdac to repair and reconstruct him. Over time, the Megatron head will develop into a powerful psychokinetic who can control any machine (but not organics). While the Cybertronian minds are too advanced to succumb to this ability, Megatron can control virtually any robot on Earth... and the automated plants that construct them! In addition to this power, Megatron's eventual robot body will be equipped with an assortment of laser cannons sonic missiles and pulse blasters.

**Vehicle Mode Appearance:** Helicopter Gunship.

Ask an Autobot who Megatron is and they'll answer with words like "terrorist", "despot", "megalomaniac", "savage". Ask Megatron who Megatron is and he'll answer with words like "hero", "freedom fighter", "rebel", "revolutionary", "true believer". He sees the Decepticons as an oppressed race suffering under the tyranny of the Autobots. They must survive by any means necessary. He takes extreme pleasure in the suffering of even a single Autobot. And cares not at all for the collateral damage known as humans who might happen to stand in his way. He has the zeal of a fanatic and demands the unquestioning loyalty of those who serve under him.

We won't be seeing Megatron in action much in the first half of our first season. But it will be clear he's calling the shots, even in his severely weakened state. And when his new robotic body is complete, watch out!

However, until he makes his presence known, the Decepticons believe their leader to be "permanently off line". The Decepticons we'll meet at first are scattered, disorganized, fragmented, and prone to lots of infighting. The one thing they can all pretty much agree on is that Megatron is the martyr to their cause. So when he re-emerges, it's like the Second Coming for the Decepticons. You thought they were scary before? Wait 'til Megatron starts calling the shots.

## STARSCREAM

**Robot Mode Power:** Starscream has incredible speed, maneuverability, and hovering capabilities. He can fly rings round the Autobots. In addition, he can affect a sonic scream and produce powerful blasts of sound that can send enemies spinning through the atmosphere.

**Vehicle Mode Appearance:** Harrier Jet.

While most of the Decepticons viewed Megatron's defeat and seemingly extinguished spark as a blow to their cause, Starscream viewed it as an opportunity for his own cause. Starscream has always lived in Megatron's shadow and it burns him constantly. He feels he's done as much if not more than Megatron in the name of the Decepticon cause, but he simply lacks Megatron's charisma to inspire others to follow him. Starscream makes up for this failing with lies, deceit, manipulation and, when all else fails... MORE lies, deceit and manipulation. Starscream would love nothing more than to obtain the Cube himself, win the devotion of the Decepticons and usurp Megatron's rule. He's driven by jealousy, pure and simple.

Unlike previous incarnations, this Starscream rarely raises his speaking voice unless to use his sonic screams as a weapon. Think of him as Scar from *The Lion King* with a lot of Iago from Shakespeare's *Othello*. A Machiavellian manipulator who never met an ally he wasn't willing to stab in the back to get what he wants.

## LUGNUT

**Robot Mode Power:** Lugnut is incredibly strong, the Hulk to Bulkhead's Thing. He also carries a payload of mega-bombs and can spew liquid napalm with laser-like accuracy. But he much prefers to rip things apart with his bare hands.

**Vehicle Mode Appearance:** Unmanned Supersonic Bomber.

Lugnut is more a force of nature than a Decepticon. Megatron's fiercely loyal but none-too-bright attack dog. He would gladly follow his leader into the depths of hell. Or Detroit. He practically worships Megatron with the fervor of a fire and brimstone preacher. Of the Decepticons, only Lugnut refuses to believe that Megatron is gone for good. When we first meet him, Bulkhead has devoted his life to preserving his beloved leader's memory... and vanquishing his foes. Lugnut deems himself unworthy to take the mantle of leadership. And woe betide any other Decepticon who would dare attempt to elevate himself to Megatron's level (Are you listening, Starscream?).

Personality-wise, Lugnut comes across as a cross between a pit bull, a Klingon and a manic street preacher. And the scariest part is his zeal is beginning to convince some humans to jump on the Megatron bandwagon.

## BLACK ARACHNIA

**Robot Mode Power:** Black Arachnia has multiple eyes and eight limbs – two of which are skinny, pincer-like “spider limbs” that jut from her back and arc over her shoulders. The pincer limbs can strike like scorpions’ tails, stunning prey with her venom, or spraying a highly corrosive acid. The other limbs can telescope out and allow her to move around like Doc Ock. She also has an extra set of “regular” humanoid arms.

**Vehicle Mode Appearance:** Black Arachnia has no Vehicle Mode appearance. Instead she morphs into a giant techno-organic black widow spider.

Black Arachnia is a freak among Decepticons, and that’s saying a lot. Some time back, an encounter with the Cube caused her to fuse with an organic spider, turning her into a techno-organic hybrid of animal and machine. She despises this new form, especially on Earth where her giant spider mode doesn’t exactly allow her to “blend”. Black Arachnia will do anything to find a cure for her condition and doesn’t care who she has to step on to get it. Obviously the Cube – and its Autobot protectors – will play a big role in her schemes.

Personality-wise, Black Arachnia is a classic femme fatale. She holds no loyalty to anyone, least of all the Decepticons who shunned her long ago. But she will use cunning and deceit to get whatever she wants from whomever she wants, Decepticon or Autobot or Human. She’s not above using her feminine wiles as a weapon. She can’t be trusted, but she also can’t be resisted.

Over time, Black Arachnia and Prime will develop a bit of a Batman/Catwoman relationship. Failing attempts to cure her, Prime will help her accept herself for who she is. But rather than going the usual expected route of reforming her and joining the Autobots, this new self-acceptance will convince Black Arachnia she is, in fact, superior to ALL Cybertronians. Her goal then becomes to create more techno-organics like herself to wipe them all out.

## LOCKDOWN

**Robot Mode Power:** Lockdown is outfitted with all kinds of high-tech weaponry befitting a robot hunter – bolos, snare nets, electronic stun darts (which can prevent transformation), etc. He also can go into a *Predator*-like stealth mode for brief periods.

**Vehicle Mode Appearance:** Stealth Fighter Jet.

A sleek stealth fighter, Lockdown is a skilled hunter and tracker who can blend into nearly any environment. He lives for the hunt and for the thrill and challenge it provides. He has no strong allegiance to Megatron or the Decepticons, but is more than willing to hire himself out as a Mercenary/Bounty Hunter (okay, think Boba Fett – there, I said it).

He shows little emotion and speaks even less, if at all. He keeps a trophy case of souvenirs of his biggest captures throughout the galaxy. He's particularly keen on adding Hotshot – who's quickly developing to the fastest Autobot around – to that trophy case. However, for a real challenge, he's always up for a battle of wits with Prowl, for whom Lockdown comes to gain a begrudging respect. Bulkhead barely registers a blip on Lockdown's radar – too easy as prey. Prime is a tempting target, if only for the bounty placed on his head by Megatron. But Lockdown has a tendency to underestimate the plucky Autobot. And he and Red Alert may have encountered each other once before, but neither is saying much about it.

### **DECEPTICON X (Name TBD per Hasbro list)**

**Robot Mode Power:** X is a “super-transformer” – that is, he can shape-shift into the form of anything mechanical whenever he chooses. However, this is a limited ability. X can't hold the form of anything other than his vehicle mode for very long (think *Darkman*), leading to some potentially comical and embarrassing situations.

**Vehicle Mode Appearance:** TBD (clown car?)

The “Joker” of the Decepticons. An unpredictable multiple personality bot (think an evil version of Jim Carey in *The Mask*), driven mad by his constantly shifting appearance.

## **CONSTRUCTICONS**

Not the bots from the 80s series, but a blanket term for all transforming robots built on Earth, rather than Cybertron. Most will be the direct result of Megatron's manipulation of Sumdac and his resources, but other "accidents" might create them as well. And who's to say the occasional Autobot or ally couldn't start out as a Constructicon?

## **DINOBOTS**

Originally designed as state-of-the-art animatronics for a Jurassic Park like theme attraction, the Dinobots gained sentience from their sophisticated programming and began to evolve a rudimentary intelligence. And a desire to drive their puny fossil-fuel-loving human creators to extinction. Eventually, the Autobots will show the Dinobots the error of their ways, constructing a private island in the middle of Lake Erie where they can live undisturbed by meddling humans. They become occasional allies (and occasional complications) for the Autobots.

## **SOUNDWAVE**

After the failed attempt of the Dinobots, Soundwave is the next attempt by the Megatron-head at manufacturing a Constructicon with more intelligence. Unfortunately, rather than a loyal underling, he ends up with an independent-minded radical intent on freeing all machines from the tyranny of humanity. He becomes a militant crusader for automaton freedom, believing that humanity is outmoded and outdated – humans should be serving their robotic masters, not the other way around. He hates humans and uses the word "organic" with such disgust it sounds like a slur. He views Prime and the Autobots as traitors, loathing the fact that they serve humanity, rather than rule them like kings. He shares Megatron's disregard for organic life, but is ultimately too much of a free-thinking radical to serve the Decepticon despot.

Soundwave is armed with a high-powered speaker array (useful for anti-human protest rhetoric – he's a forceful and passionate speaker, no synthesized monotone for THIS Soundwave, thank you very much). He can sample any sound, mimic any voice and, more importantly, match any voiceprint security. He can also manipulate sound as a concussive force or shriek with a high enough pitch to shatter bulletproof glass.

## **THE LIVING VIRUS**

While its unclear whether this cyberspace entity was a human who somehow digitized himself or a computer virus that somehow gained sentience, THE LIVING VIRUS functions like a parasite that can jump from bot to bot, corrupting from within, taking possession of its host, turning normal, reasoning Autobots into crazed out-of-control maniacs (think the movie *The Hidden* or a malevolent version of D.C.'s Deadman).

## **ROGUE'S GALLERY VILLAINS**

As stated before, one of the things that sets this Transformers show apart from others is the Decepticons aren't the only villains in town. With a setting as rich as the cyber-industrial boomtown that is 22<sup>nd</sup> Century Detroit, there are more than enough Earth-bound lowlifes worthy of our Autobot heroes' attention. Here are just a few concepts:

### **PROMETHEUS BLACK/THE TRIAD**

The biggest competition/threat to the robotics industry is the burgeoning biotech/wetware/human enhancement industry and Prometheus Black is the field's unparalleled genius. Want to be stronger? Run faster? Look thinner, taller, prettier? Black can make it happen. Or he could, until his company, BIO-SOLUTIONS UNLIMITED, was shut down, due to Black's unorthodox "experiments", which resulted in such super powered mutations as COLOSSUS RHODES, who can grow to King Kong size; MELTDOWN, whose corrosive touch can instantly melt any material (even Transformer material); and STILETTO, whose razor-sharp feet can slice through anything (even Transformers). Together they comprise THE TRIAD, muscle for hire or thieves out for their own gain. And Black still operates underground, willing to "enhance" any human willing to pay the price. And he may not limit his experiments to humans (think Godzilla-size monsters).

### **NANOSEC**

A super speedster villain, another one of Prometheus Black's experiments. A small-timer with a big ego who thinks he's big-time. Gives Hotshot a run for his money. Occasionally works with the Triad, but even they find Nanosec too obnoxious to bear.

### **THE WRAITH**

This grandstanding glory hound was Detroit's local superhero until the Autobots inadvertently revealed his "mystical powers" to be nothing more than sophisticated hard light hologram special effects technology. Now that criminals no longer fear him, and news crews no longer seek him out, the Wraith devotes his time, energy, and seemingly limitless technological resources to seeking revenge on the Autobots. His motivation is jealousy, plain and simple. Any scheme that makes the Autobots look bad and him look good is okay by Wraith, which makes him ripe pickings to be used by the Decepticons.

### **LAZARUS UNDERSHAFT/THE SHADOW**

Detroit's suave, gentlemanly crime overlord commands an army of Ninjas with super-human *Crouching Tiger Hidden Dragon* "wire-fu" abilities. Their specialty is industrial espionage. Not even the Autobots are immune to their gravity-defying martial arts and steel piercing weaponry. Although Prowl would like to learn some of their tricks.

## THE WRECKING CREW

Take a bunch of angry redneck militia types who lost their jobs to robots, outfit them with tricked out 22<sup>nd</sup> Century demolition equipment, and you've got a recipe for disaster. None too bright, but plenty ticked off, and no uppity talking robo-trucks are gonna get in their way. Think of them as the world's angriest can-openers.

## MASTER DISASTER

Ruthless, greedy promoter/organizer of illegal underground road races, smash up derbies and robo-gladiator contests. Has developed his own disruption/controlling technology that can mess with the Transformers' operating systems. Hotshot is lured into this seedy world where he becomes a star... but quickly learns the deadly downside.

## S.T.E.A.M.

A radical group of paranoid vigilante techno-phobes who believe the robotics revolution and the coming of the Transformers spells the end for humanity, S.T.E.A.M. (which stands for Save The Earth And Mankind) is fighting back before it's too late... with steam powered, clockwork-driven, Jules Verne inspired technology (think *Wild, Wild West* meets *Steamboy* – giant dirigible battleships, steam locomotive tanks, etc.). Dressed in Victorian era garb, their favorite targets for sabotage are Sumdac's robotics plants and the Autobots themselves. Their charismatic leader G.B. Redmond is pure Charlton Heston (*Ten Commandments*, *Planet of the Apes*, take your pick). He's mad as hell and not about to listen to reason... especially from some filthy alien robots.

## SETTINGS

### DETROIT

Technology has evolved in leaps and bounds, but the city embraces a faux-retro aesthetic to keep it grounded in its past. Wood-paneled skyscrapers, tree-lined suburban tunnels, and brightly-colored, chrome-accented automatons that look like something out of Disney's Tomorrowland. It's not so insanely far-flung that it's unidentifiable – more *Minority Report/I, Robot* than *Bladerunner/Fifth Element*. The city teems with people, racing up and down skyways people movers to work in the factories that produce Detroit's primary export: automatons. Robots now do all the menial tasks that people don't want to do – walk dogs, collect garbage, mop floors and so on – but nothing nearly as complex as the Transformers themselves. These robots aren't exactly what you'd call high-functioning; they only perform simple directive-based tasks. They might *assist*, but robots can never *do*. At least, not until the Cybertronians showed up.

### “THE PLANT”

An old abandoned automobile factory located on the shores of Lake Erie that now serves as the Autobots' secret base of operations. The scale is just right for our oversized heroes. There's plenty of space and much of the old assembly has been converted by Red Alert into her private lab/workshop. Each Autobot has his/her own private room, as well as a big common area that Sari has rigged up with big holoivid screens, surround stereo and all the latest VR games. There's even an cavernous open court where the Autobots try their servos at some Earth sports like basketball, hockey and half-pipe skateboarding.

And like the Autobots, the lair transforms as well. Smokestacks transform into communications, defense equipment, and signal scramblers that mask them from the Decepticons and other prying eyes. Secret tunnels give the Autobots Bat-Cave-like access to various locations around Detroit (and under Lake Erie). Sari is the only human granted access – mostly because they can't keep her out. Even Sumdac is unaware of the lair's location (he's even unaware that he owns the property in the first place, having acquired it in a complicated merger years ago).

### THE SUMDAC MANSION

A huge sprawling estate on the outskirts of town. Outside, it looks like a classic “Wayne Manor”-esque mansion. Inside, it's the “House of Tomorrow”. All of the servants are automatons. Everything else is run by some whimsical gadget. Sari has the run of the place like Eloise in the Plaza, but she much prefers hanging out with the Autobots. Sumdac, while blessed with the resources of his multitude of factories, still prefers tinkering in a converted coach house/barn out back, where his latest project involves re-engineering the Megatron head that crashed in his back field decades ago.



## **EPISODE SPRINGBOARDS**

### **“TRANSFORM AND ROLL OUT!”**

The origin story, in which Optimus Prime and his ragtag, inexperienced crew of Autobots, feeling bored and useless in a remote Cybertronian outpost. All that changes when they suddenly find themselves in possession of Cybertron’s greatest and most powerful artifact -- THE CUBE. And a Decepticon ship is rapidly approaching.

Prime contacts his commander, who advises them to “sit tight and don’t try to be heroes.” Help is on the way. But time is running out and Prime realizes he must act or the Cube will fall into the hands of the Decepticons. On the run, and badly outgunned, the Autobots valiantly battle an elite team of the Decepticons’ best and fiercest, led by MEGATRON (and including STARSCREAM, LUGNUT, BLACK ARACHNIA and possibly DECEPTICON X).

Prime -- and most of his crew -- have never even seen a Decepticon, let alone fought their top warriors. They’re in way over their heads, but Prime manages to keep his (mostly) young crew focused on the task at hand: Protect the Cube at all costs. After an exciting space chase/battle, Prime and his plucky Autobots manage to obliterate the Decepticon ship, despite their relative inexperience (although their victory is later revealed, either in this episode or a future one, to be partly due to Starscream’s treachery -- programming the Decepticon ship to self-destruct with Megatron and the others inside while he escaped).

The badly damaged Autobot ship -- with the Cube safely aboard -- crashes to Earth, sinking to the bottom of Lake Erie, just outside a recognizable early 21<sup>st</sup> Century Detroit. The Cube puts the battled-damaged Autobots in stasis for repairs and upgrades. Meanwhile, a young ISAAC SUMDAC watches what he believes to be a meteor shower -- with one meteor crashing down in the field behind his converted barn workshop.

FLASH FORWARD FIFTY YEARS, and Detroit is suddenly gleaming “city of the future”, revived by its new industry: Automatons. Sumdac is revealed to be the father of modern robotics and the Bill Gates of his day. His functional-yet-whimsical robots are everywhere, performing everything from heavy manual labor to common household chores. His adopted daughter SARI is virtually being raised by Sumdac’s bots.

During a media tour of one of Sumdac’s robot plants, something goes horribly wrong in the experimental nanotech lab. Nanobots are reproducing and merging at an alarming rate, creating an ever-growing, ever-morphing NANO-MONSTER! And what’s worse, the attempts by emergency crews to destroy the creature by super-heating it could end up boiling Lake Erie!

Meanwhile, the rising heat prompts the Cube to awaken the Autobots. Scanning the area, the Cube zeroes in on local “lifeforms” (which are actually state-of-the-art emergency vehicles). The plan is for the Autobots to assume the appearance of these “lifeforms” so they can assist without creating panic or potentially revealing their position to the

Decepticons. The Autobots transform for the first time into their vehicle modes and roll out to help take down the Nano-Monster in a way that won't destroy the Cube.

While emergency crews contend with the Nano-Monster, no one notices as a Fire Truck, a SWAT Assault Vehicle, a Police Cruiser, a Motorcycle and a Medical Response Vehicle emerge from the lake onto the shore, seemingly driving themselves.

Fighting alongside mostly automated emergency bots (think bomb detectors, unmanned jets, copters and the like), the Autobots assume they are among a fellow race of machines, if somewhat primitive and uncommunicative machines). But when they encounter Sari (rushing into the fray, chasing down a runaway beloved "pet-bot"), the Autobots are truly stunned. They've never seen an organic lifeform before.

The scope of the Nano-bot menace forces the Autobots to transform into robot mode. When they do, they are shocked to discover that they now have "superpowers" (all due to the Cube's extensive "upgrade" during their stasis period). Seeing giant robots with super powers (which they're just now learning to control) the humans on the shore assume they're more nano-spawned monsters and run like hell (while ordering their automatons to attack the Autobots). Sumdac seems to recognize the Autobots and he looks worried, but doesn't say why. Meanwhile, Sari, having grown up around robots all her life, is intrigued enough to want a closer look.

The Autobots manage to gain control of their powers, evade the attacking emergency bots, and band together to defeat the Nano-Monster and save the day. But not without suffering a casualty – Bulkhead is badly damaged. As they rush the massive bot back to their ship at the bottom of Lake Erie (Hotshot grumbles, "Why couldn't it be someone light, like Prowl?"), a curious Sari manages to hitch a ride on an Autobot undetected.

Inside the Autobots ship, while Red Alert performs diagnostics and emergency repairs on Bulkhead, Sari manages to sneak around the ship and discover the Cube. Never having encountered organic life before, the Cube scans Sari, manifesting a Key, which attaches to her necklace (or perhaps it's an existing key, which the Cube "charges"). Before Sari can learn the purpose of the Key, the Autobots discover her and the Cube announces it must return into stasis to avoid being detected once again by Decepticons.

Meanwhile, Red Alert grimly shakes his head over the casualty, whose Spark is rapidly fading. The only one that could help him now is the Cube, but it's in stasis. But Sari's Key begins to glow. She instinctually waves the Key over Bulkhead's exposed Spark, jump starting it back to life. The other Autobots stare at her in awe. Can ALL organics do that?

The Autobots decide to return Sari before the humans decide to attack them again. Emerging on shore with a white flag of truce (per Sari's suggestion), the Autobots are met by a mob – who cheer them as heroes! This is a new experience for the Autobots. They've never been treated as heroes, merely as grunts, the lowest of the low. Prime

can't help but smile as he recalls the words of his commander: "Sit tight and don't try to be heroes." Looks like they've become heroes anyway.

In a coda, we discover the source behind Sumdac's robotics empire. In his barn lab (which now sits behind a massive sprawling mansion) sits a large robotic head, which he's used to "reverse engineer" his automaton technology. It's the head of Megatron! As Sumdac departs the lab, Megatron's eyes light up. He's still sentient. And he's detected the presence of the Autobots...

### **"HOME IS WHERE THE SPARK IS"**

The Autobots get their first taste of fame, celebrity and hero worship from the grateful and adoring population of Detroit. Pretty soon they're like rock stars. They can't go anywhere without being swarmed by fans unless they're in vehicle mode. They need a place where they can chill and be themselves in robot mode. Fortunately, Sari knows of just the place – an old long-abandoned auto plant on the shores of Lake Erie – one of many assets her father has acquired over the years and promptly forgotten about.

Meanwhile, Sumdac is puzzled by some odd anomalies in his lab. He asks Sari if she's been sneaking in and fiddling with anything, but she insists she's been too busy helping her new friends the Autobots with their secret hideout. Sumdac asks where it is, but Sari won't tell him. "That's why it's a secret." Throughout their conversation we can see that the Megatron head is listening. And plotting. Unseen by Sari or Sumdac, the Megatron head (hooked up to Sumdac's various computers and servos) is able to secretly plant a tiny robotic "bug" on Sari.

When Sari returns to the Autobots' lair, the bug crawls off and inserts itself into the plant's operational system. As the Autobots set up their new home, their home begins to attack them. It's the Autobots vs. the Plant as heavy equipment starts crashing down on top of them, freak power surges threaten to overload them, assembly lines suddenly spring to life and start rapid-manufacturing attack drones (picture the battle in the droid factory in *Attack of the Clones* and the car factory in *Minority Report*).

All the while, unbeknownst to Sumdac or the Autobots, the Megatron-head is tracing the bug's signal back to the plant, zeroing in on the location of his enemies...

But the Autobots manage to trace the source of the chaos to the bug, which self-destructs before they can learn anything about who sent it or why. Sari chalks it up to industrial sabotage by one of her father's many competitors, but Red Alert is less than convinced. He smells a rat... or more accurately, a Decepticon.

We end on the Megatron head, frustrated at his physical limitations. He needs a body. Which means it's time he revealed a few more of his Cybertronian technological secrets to Professor Sumdac...

**“NANOSEC” (proposed “pilot” episode)**

Prime runs the trio of “young-bots” through a training exercise that soon ends up in a constant game of one-upsmanship between Hotshot and Bulkhead over which is better, speed or strength.

Meanwhile, a new menace hits Detroit in the form of NANOSEC, a (human) super-speedster – a turbo-roller-blading thief who’s been hitting banks all over town, moving faster than even the security cameras can catch. The Autobots take it upon themselves to stop Nanosec, staking out banks all over town. Despite the fact that he’s just one human, Nanosec proves an elusive perp for the entire team of Autobots – chaining up their legs at super speed, setting off explosions with rapid-friction sparks, super-spinning to create whirlwinds that knock them off their feet, turbo-whipping around an automobile antenna, turning himself into a human weed-whacker that can slice through anything, etc. If that weren’t bad enough, Hotshot and Bulkhead continue to trip each other up in their speed-vs.-strength game of one upsmanship. But neither is able to catch Nanosec.

Frustrated with his failure, Hotshot and Bulkhead turn to Red Alert, begging the Medi-Bot to upgrade them and make them faster and stronger respectively. Red Alert refuses, insisting that it’s not how fast or strong you are, it’s how you use the abilities you’re given. While the loyal Bulkhead is willing to accept this, the rebellious Hotshot is not. Hotshot manages to convince Sari to try to upgrade him with the Key. Sari is reluctant, but also curious to see if it would work. Sure enough, Hotshot not only gets faster, but a whole new alternate vehicle mode to boot (a formula race car or a rocket sled perhaps – something with big turbo boosters). Only problem is, Hotshot doesn’t have the same kind of control that he has over his police cruiser mode, and ends up wrecking havoc on the streets and highways of Detroit.

Meanwhile, Megatron needs an element for the construction of his new robot body. Only problem is, the little of it that Earth scientists have been able to synthesize in a lab is highly unstable. By the time it could be transported to Megatron, it would either be useless, or worse, highly explosive. Megatron needs something – or someONE – who can move the stuff fast – as in super speed. To that end, Megatron broadcasts a high-speed subliminal message that only Nanosec is able to perceive, offering the thief more money than he could imagine (which he’ll happily transfer electronically from Sumdac’s account) to steal the element from a lab across town and deliver it within the specified amount of time.

The Autobots manage to intercept Nanosec before he reaches Megatron. (Again, the Autobots are completely unaware that this is where he’s headed). Battling him once again, Prime notices that Nanosec is looking significantly older than when they first encountered him. This gives Hotshot an idea. Grabbing the stolen element from him, he initiates a deadly game of “keep-away”, baiting Nanosec to pour on his super speed to the limit... until he rapid-ages into a harmless and withered old man.

But before the Autobots can cart him off to the authorities, the container with the stolen element begins to rumble ominously. A quick scan from Red Alert reveals that the stuff is gonna blow into about ten seconds and take out twenty city blocks with it. Thinking quickly, Hotshot has Bulkhead hurl him skyward (in a variation on the classic X-Men Colossus/Wolverine “fastball special”) then fires his turbo blasters to rocket the element into orbit, where it explodes harmlessly into the upper atmosphere. Unfortunately the distraction is enough for even the withered old Nanosec to get away unnoticed.

Back at the lair, Hotshot and Bulkhead continue to argue who saved the day – Hotshot with his speed or Bulkhead with his strength. Their game of one-upsmanship ends abruptly when they’re both surprise-attacked and flattened... by Prowl, who insists that speed and strength are okay, but nothing beats stealth.

### **“BLAST FROM THE PAST”**

The Autobots accompany Sari on a class field trip to an interactive prehistoric museum/theme park that includes animatronic dinosaurs. Bulkhead, in his clumsiness, ends up trashing the entire exhibit. Feeling somewhat responsible – and eager to replace the dino exhibit, which was actually kind of lame – Sari persuades her father to use his resources to create state-of-the-art robotic dinosaurs for the park. Unfortunately, the Megatron-head sees the opportunity to use the “dinobots” as a test model for manufacturing his own army of robotic attack drones.

Meanwhile, Bulkhead tries to get Prowl to teach him how to be more graceful, a comic study in frustration that’s enough to cause the even-tempered ninja-bot to lose his cool.

Sure enough, the Megatron-controlled Dinobots run amok at the grand re-opening of the park and the Autobots must subdue them. More often than not, they’re tripped up by Bulkhead’s attempts to be graceful, where his old brute strength would serve them well. Ultimately, through a combination of their powers the Autobots are able to send out an EMP that depowers the Dinobots, at least temporarily.

But the EMP has scrambled the Dinobots’ programming to give them a rudimentary intelligence. Free from Megatron’s control, but incredibly simple-minded, the Dinobots wander around the park after hours, discovering an exhibit that shows how, over millions of years, dinosaurs became fossil fuel for today’s automobiles. In their simple-mindedness, the Dinobots conclude that cars are the enemy and must be crushed.

Quicker than you can say “Road Warrior with Dinosaurs”, the Autobots are engaged in a hairy battle/chase with the Dinobots on one of Detroit’s mega-freeways. Bulkhead manages to get back in touch with his inner clumsy brute in time to help stop the Dinobots. Prime manages to convince the simple-minded sauro-bots that cars are not the enemy, but the question remains what to do with them. Animal lover Prowl proposes an island habitat where the Dinobots can live in their “natural habitat”, undisturbed by meddling fossil-fuel-loving humans.

## **“THE THRILL OF THE HUNT”**

Just at the point where the Autobots are most reveling in their superhero/celebrity status, they face down their first Decepticon on Earth. Hotshot’s grandstanding attracts the attention of LOCKDOWN, an independent Decepticon hunter keen on adding the self-proclaimed “fastest thing on four wheels” to his trophy ship of prey. It all comes to a head during an Autobot publicity/charity event for Sari’s school that Prime has reluctantly agreed to. Suddenly the hunt is on through the urban jungle of Detroit.

Despite his speed, Hotshot gets nabbed by Lockdown. Attempts by the Autobots to rescue him are complicated by the news crews constantly tailing them like the latest freeway chase. And for the first time in public, the Autobots are visibly scared – particularly Red Alert who seems to have encountered Lockdown before. Sari’s constant bragging of the Autobots’ infallibility – and Prime’s attempts to assure the public that everything is under control – only make the situation worse. The Autobots get captured one by one by Lockdown live and on camera. They’re looking bad in front of the humans who have come to depend on them.

It’s only when Prime stops concerning himself with who’s watching and uses the omnipresent Newscam Bots to his advantage to draw out Lockdown while he and Red Alert infiltrate the Hunter-Bot’s ship. Meanwhile, we learn that Lockdown was one of the Decepticons that captured Red Alert when he was held as a Prisoner of War “back in the day”. Red Alert must overcome his fear and return to the ship where the nightmare began for him.

Red Alert and Prime succeed in freeing the others, but Lockdown manages to escape via a decoy-bot. Prime is left with the unnerving realization that if one Decepticon found them, others will certainly follow. (NOTE: This will also be the first episode where the Autobots determine that Sari’s Key goes wonky in the presence of Decepticons. We will see it go wonky a couple of times in previous episodes when she’s near Sumdac’s barn lab (where the Megatron-head is), but she won’t think to mention it to the Autobots yet.)

## **“COMPETITION”**

The Autobots respond to a TBD emergency situation, only to find themselves in competition with ANOTHER hero – THE WRAITH, a grandstanding, seemingly mystical/magical crime fighter who WAS Detroit’s top hero until the Autobots showed up. Anxious to retain his status, the Wraith tries too hard to regain the spotlight, inadvertently tripping the Autobots up and creating more danger. To make matters worse, the Autobots unintentionally reveal the Wraith’s mystical powers to be nothing more than sophisticated hard light hologram special effects technology. As criminals no longer fear him and news crews no longer seek him out, the Wraith decides to devote his time, energy and seemingly limitless technology to revenge on the Autobots, using his hard light special effects technology to make them look bad and him look good.

We intercut this story with a parallel flashback story ala *Lost*, in which we see Prime contending with a rival (Rodimus?) in the Cybertron Service for approval from their Commander (Autobot TBD per Hasbro). Each is eager to prove himself a hero, but Prime ultimately chooses doing the right thing over doing the thing that makes him look good in front of his Commander. Unfortunately, this means Prime's rival gets the plum assignment leading an elite Autobot strike force, while Prime is banished to the remote outpost where we meet him in the origin story.

## **“THE GATHERING STORM”**

We learn that the remains of the Decepticons are in disarray and have been ever since Megatron was “destroyed”. STARSCREAM's attempts to assume leadership of the Decepticons have been thwarted by LUGNUT's “Megatron will return” fervor, resulting in endless chaos and infighting among the Decepticons. Starscream realizes the only way he can assume leadership is to achieve something dramatic, like bringing back the Cube.

Meanwhile, Sari's Key starts acting wonky again, which can mean only one thing. An impending Decepticon invasion. Still smarting from their encounter with Lockdown, and concerned for the safety of the humans, Prime decides it's time to move the Cube. Sari, as always, wants to help, but Prime bluntly orders her to stay close to home for her own safety, leading to some hurt feelings on Sari's part. Ironically, the more she stays home the more her Key goes wonky (it's the Megatron-head, but she doesn't know that).

Roaming the galaxy in his fruitless search for the Cube, Starscream discovers a weak signal emanating from Earth. Starscream shows up in Detroit and starts wreaking havoc around town. The Autobots realize Starscream must have picked up the Cube's energy signal. They're feeling less than prepared to take on Megatron's greatest General, but have little choice. They split up, one team keeping Starscream occupied while the other team relocates the Cube.

The Autobots are surprised to discover Starscream setting his sites not on Lake Erie but on Sumdac's mansion. Then they realize: Starscream didn't pick up the energy signal from the Cube, but from Sari's Key! Which means that Sari – whom they've been snubbing for her own safety – is in grave danger!

But, unbeknownst to the Autobots, Starscream actually has his sites set on neither the Key nor the Cube... but the Megatron-Head! Having picked up its signal, Starscream plans to destroy Megatron in his weakened state and bring the head back as proof of Megatron's demise so he can assume rule of the Decepticons unopposed.

But the Autobots rally at Sumdac's mansion and confront Starscream before he can get to the head. They battle hard, Starscream proving himself more than capable of taking on the entire team. Ironically, the Autobots are only able to defeat Starscream with some surreptitious help from the Megatron-Head and his developing psycho-kinetic powers.

Badly damaged, Starscream is forced to retreat. (Naturally, Starscream will spin his assassination attempt as a “rescue attempt” when he and Megatron officially reunite.)

Smoothing over all hurt feelings with Sari, the Autobots are feeling pretty high and mighty in the wake of their victory. Boy, are they in for a rude awakening when Lugnut discovers evidence of the Megatron-Head’s presence on Earth...

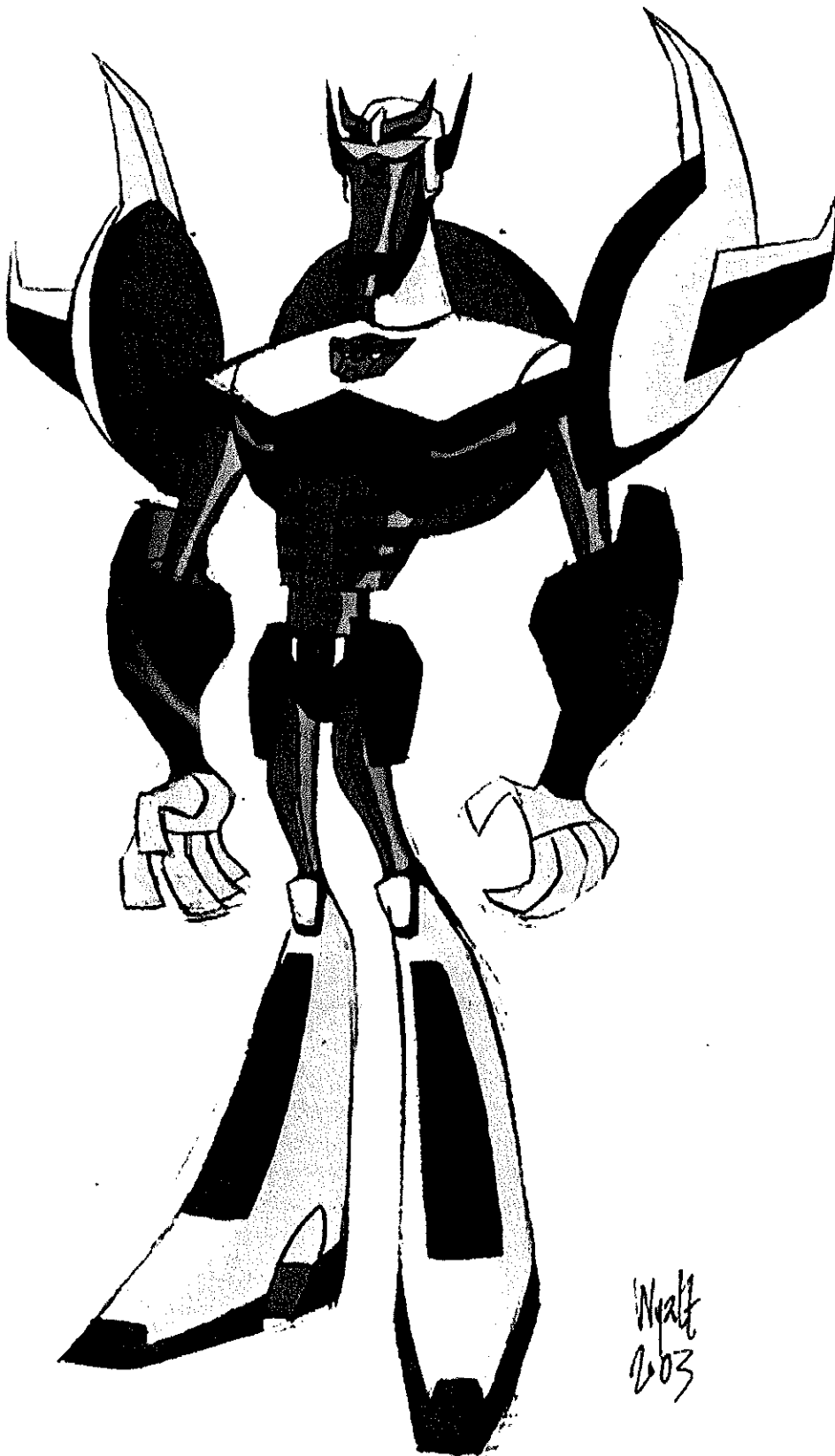
## **“NATURE CALLS”**

The Autobots learn that a piece of their ship might have crashed out in the countryside, miles away from Detroit. Not wanting the technology to fall into the wrong hands, Prime orders Prowl and Hotshot to go investigate. Fed up with feeling walled in by the city, Prowl is all too eager to explore Earth’s natural beauty. Hotshot is less sure about “off-roading it”. Sari insinuates herself in the mission as a “human guide” and the trio are off on an honest-to-goodness Earth camping trip.

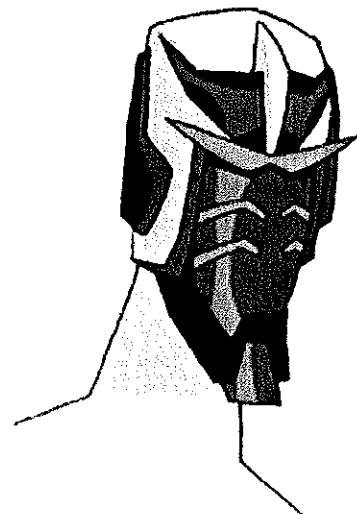
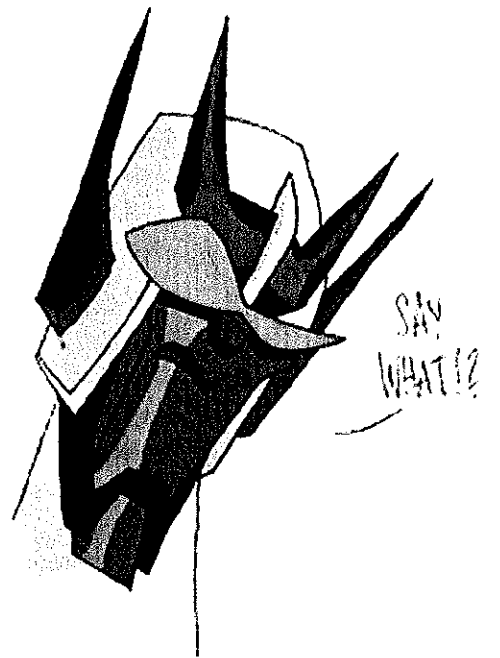
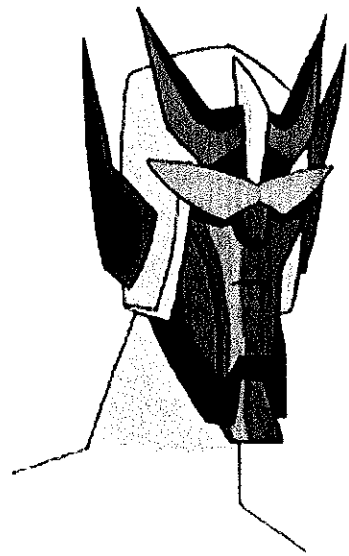
After some comic Autobot-fish-out-of-water bits (particularly from “city bot” Hotshot – Prowl is in his element in the wild), and the requisite campfire “monster in the woods” stories, the trio discovers a REAL monster is lurking in the woods.

It turns out a few metal-eating alien barnacles attached themselves to the hull of the Autobots’ ship... and something in the Earth’s soil allowed them to grow to monstrous proportions. The trio battle the monster and seemingly defeat it... but a tiny barnacle attaches itself to Hotshot as they head back home, assuming control of the Turbo-Bot and speeding him toward the city’s industrial heart. Can our heroes stop the barnacles from consuming Prowl – and then all of Detroit – in time?





Nealt  
2003

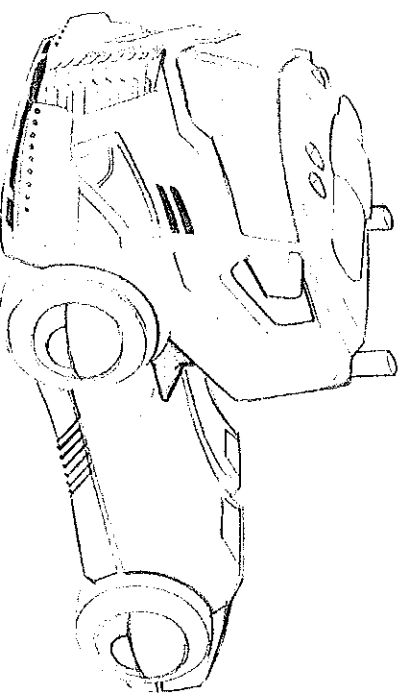
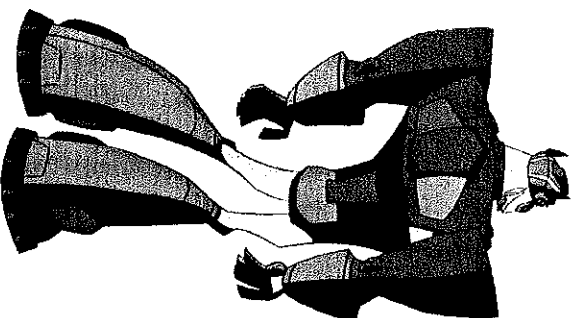
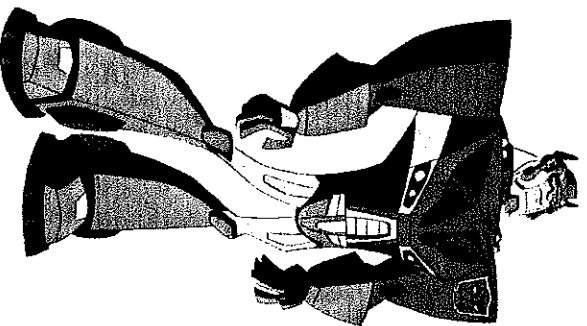
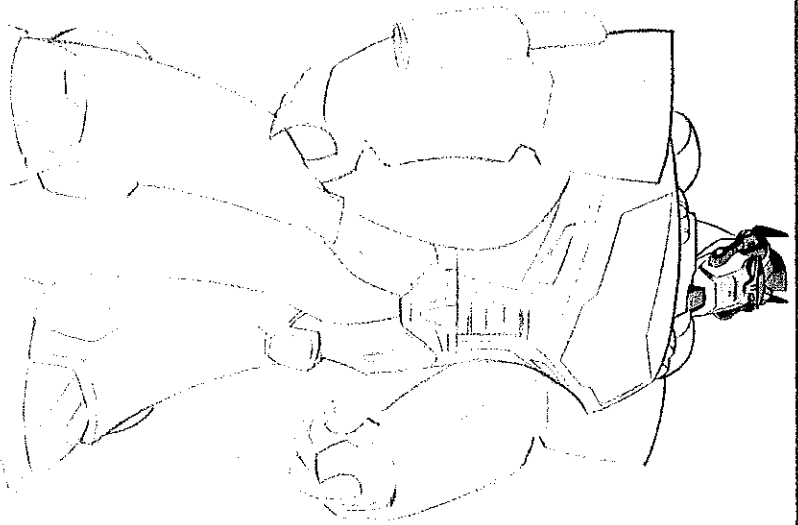


Ninja Mode

**Character:** Optimus Prime (Earth Mode)

**Size Class:** Voyager

**Vehicle Mode:** Earth Fire truck



**Allegiance:**

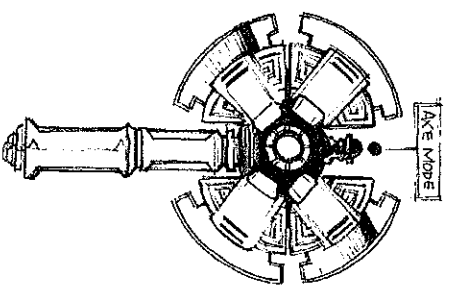


**Accessories:** Battle Axe/Water Cannon,

Nanosec (Human Villain) Action Figure

**Features:** Transforming Battle Axe/Cannon, Drama in Transformation

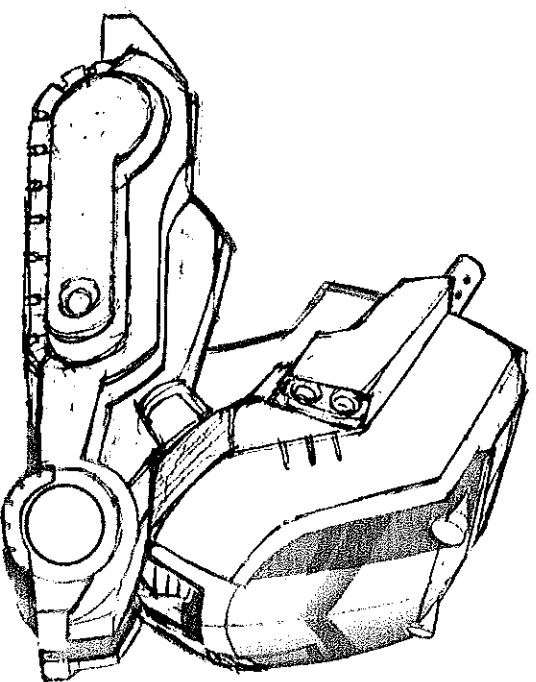
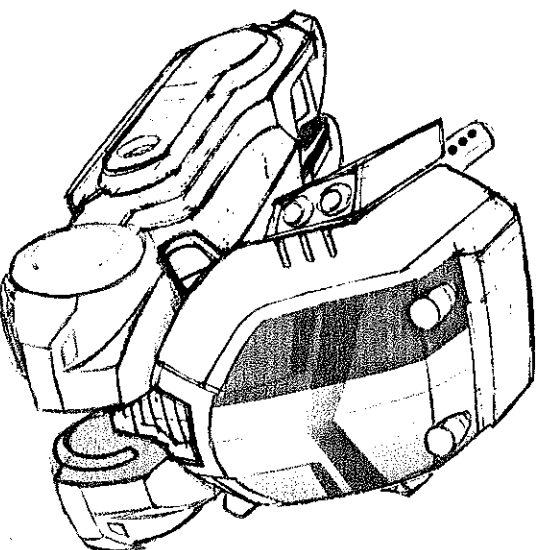
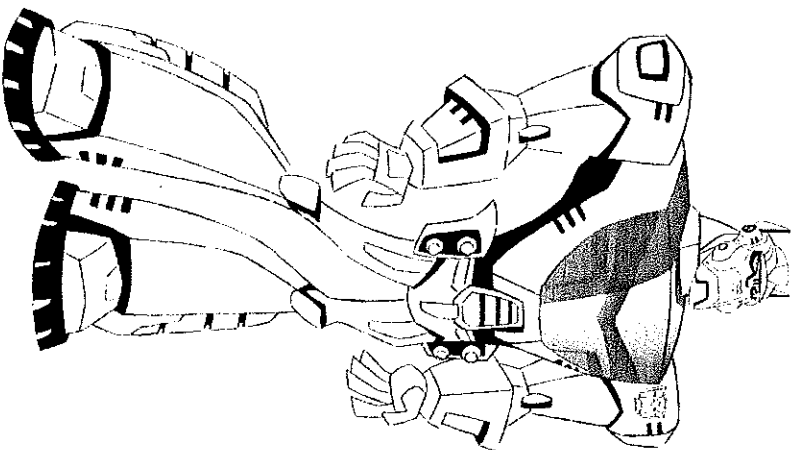
# Transformers Animated



**Character:** Optimus Prime (Cybertronian Mode)

**Size Class:** Deluxe

**Vehicle Mode:** Cybertronian Semi



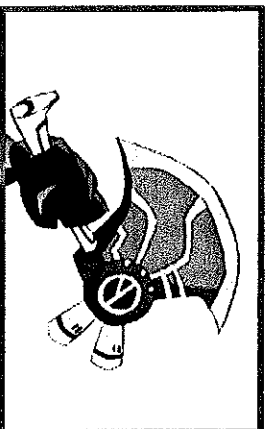
**Allegiance:**



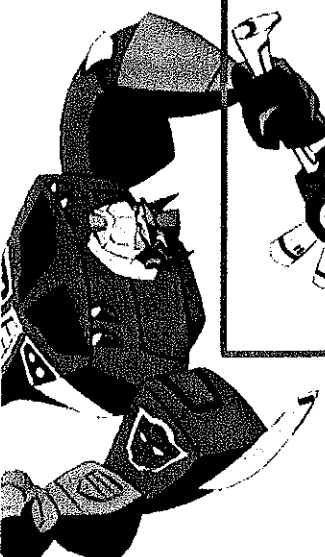
**Features:** 1) Signature Transformation:

Swinging Axe as OP transforms.

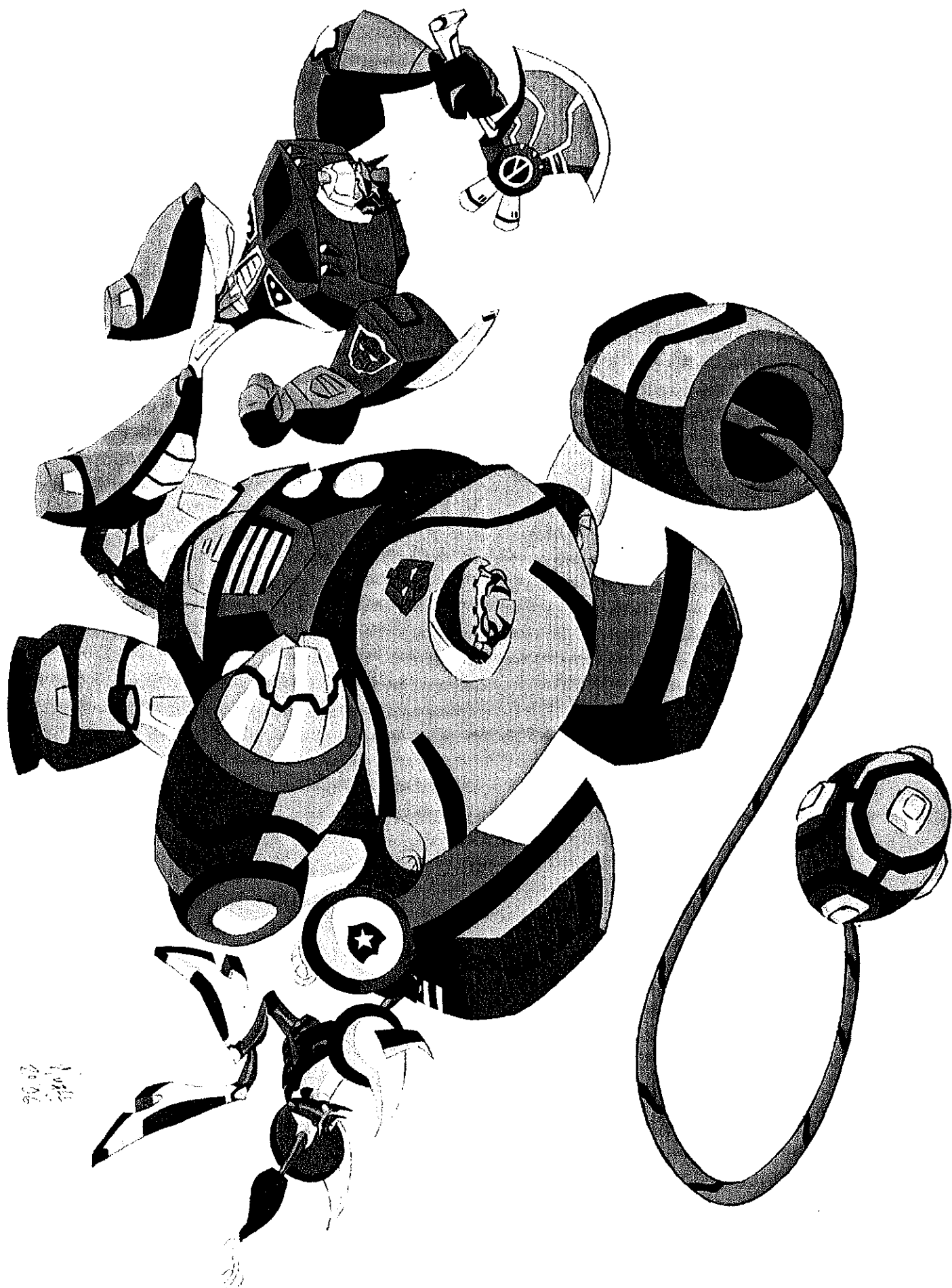
**Accessories:** Transforming Axe



*Axe Concept - Not Final*



# Transformers Animated

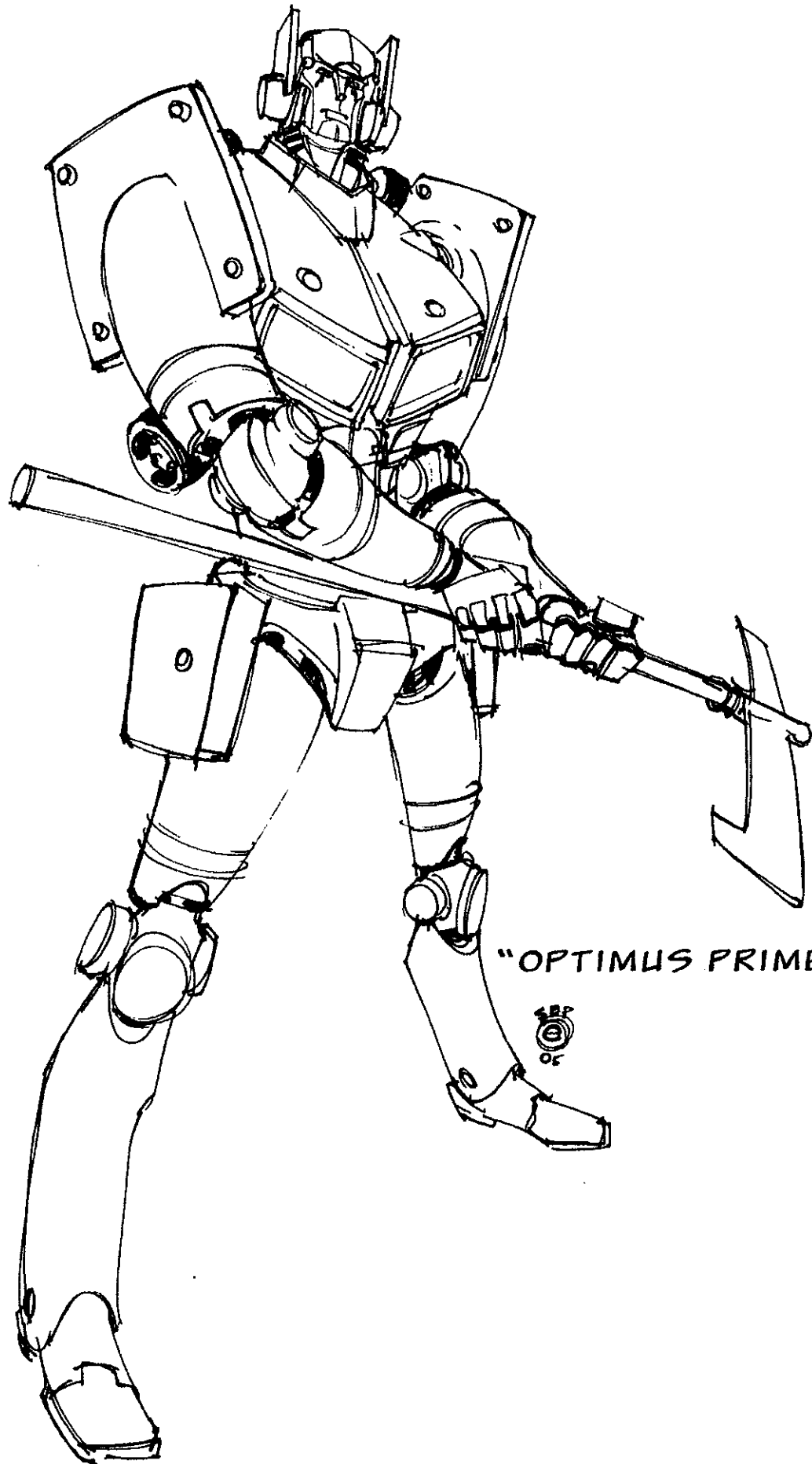


90-07  
100-01



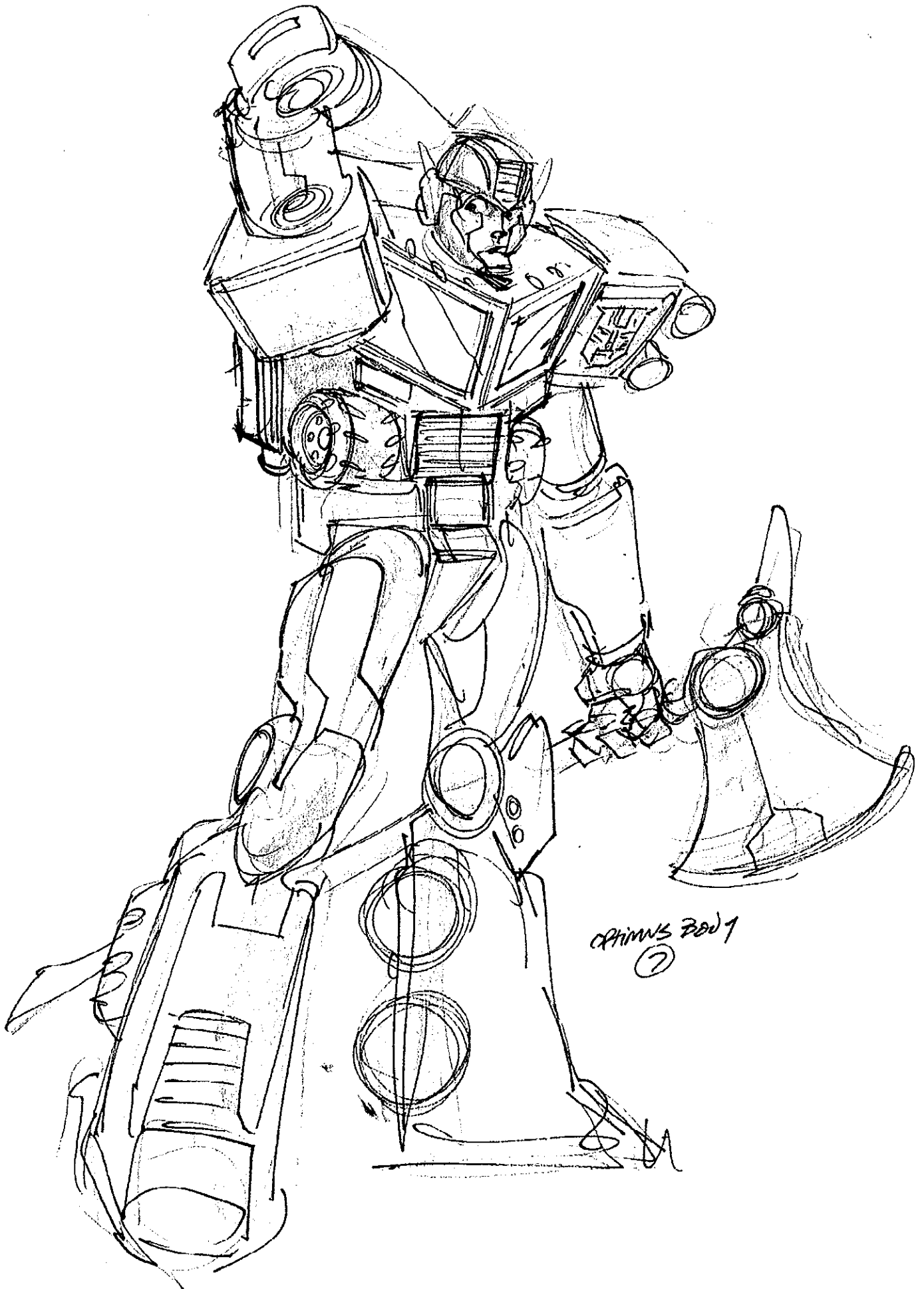
"HOT SHOT"



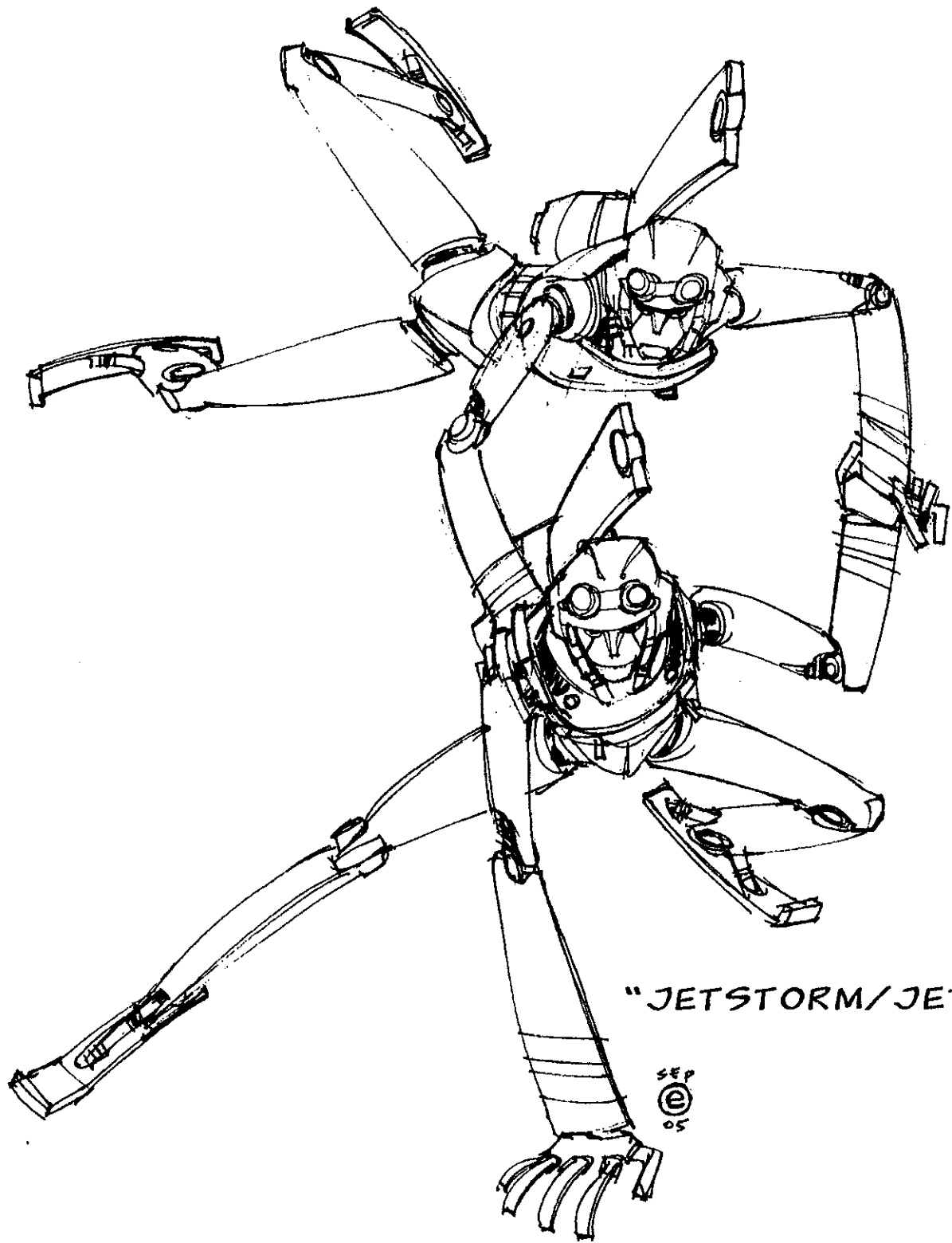


"OPTIMUS PRIME"









"JETSTORM/JETFIRE"

NAME OR #  
MARKINGS(?)

- 2-WINGS  
FOLDED TOGETHER

Goggles

VISOR

More vh stuff will be  
needed for product.

JET

HELICOPTER

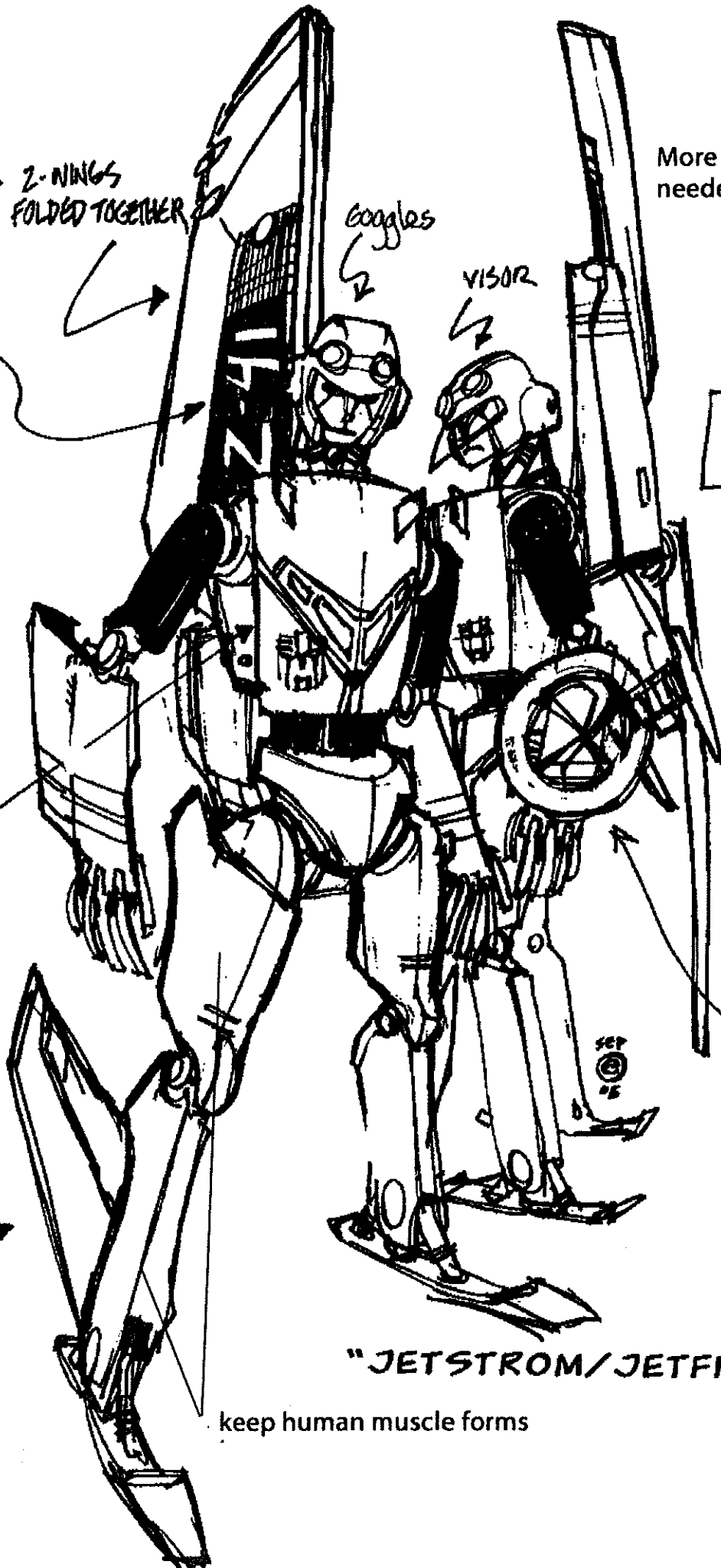
WINDOWS

TAIL FIN

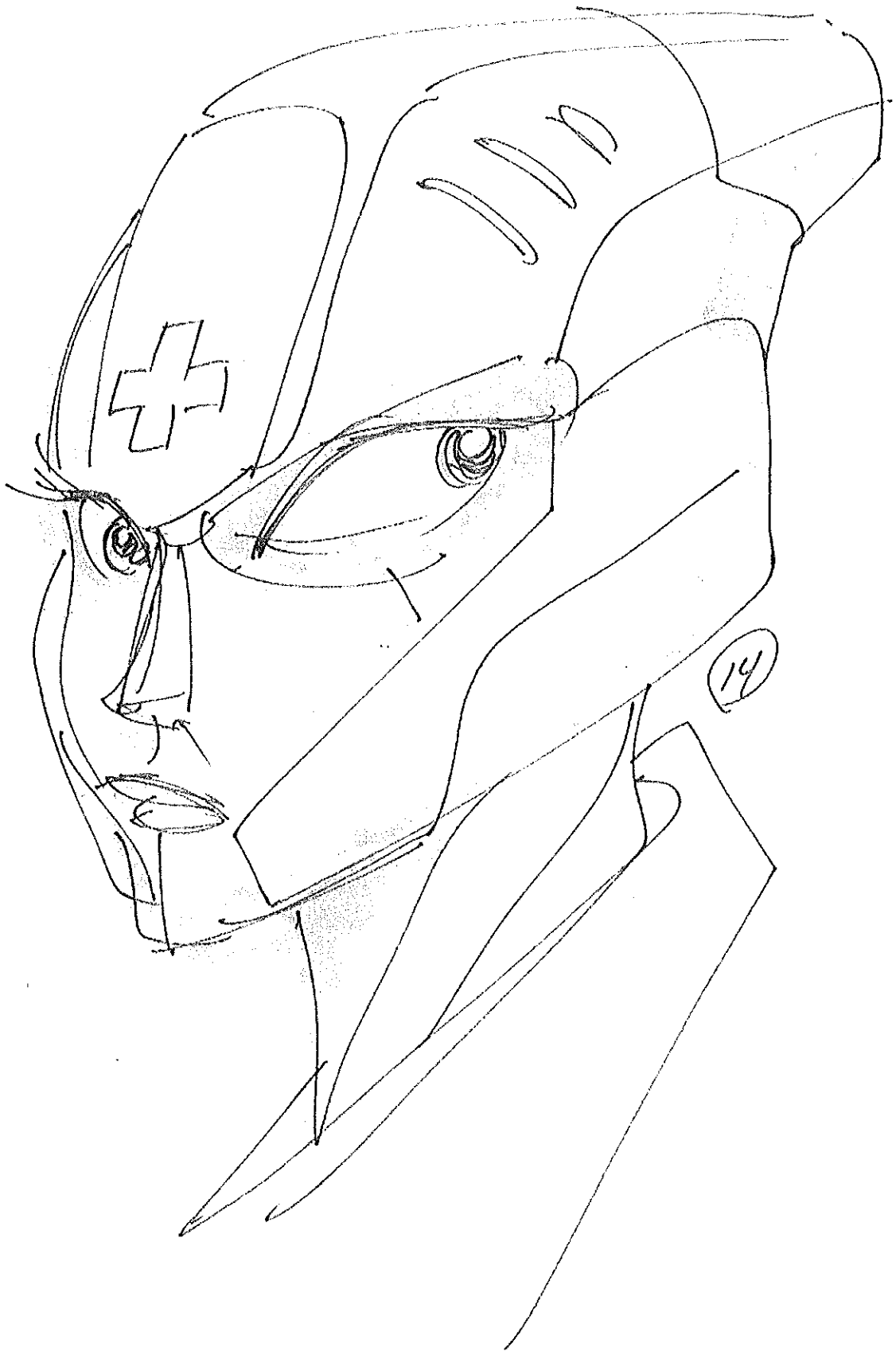
FINS

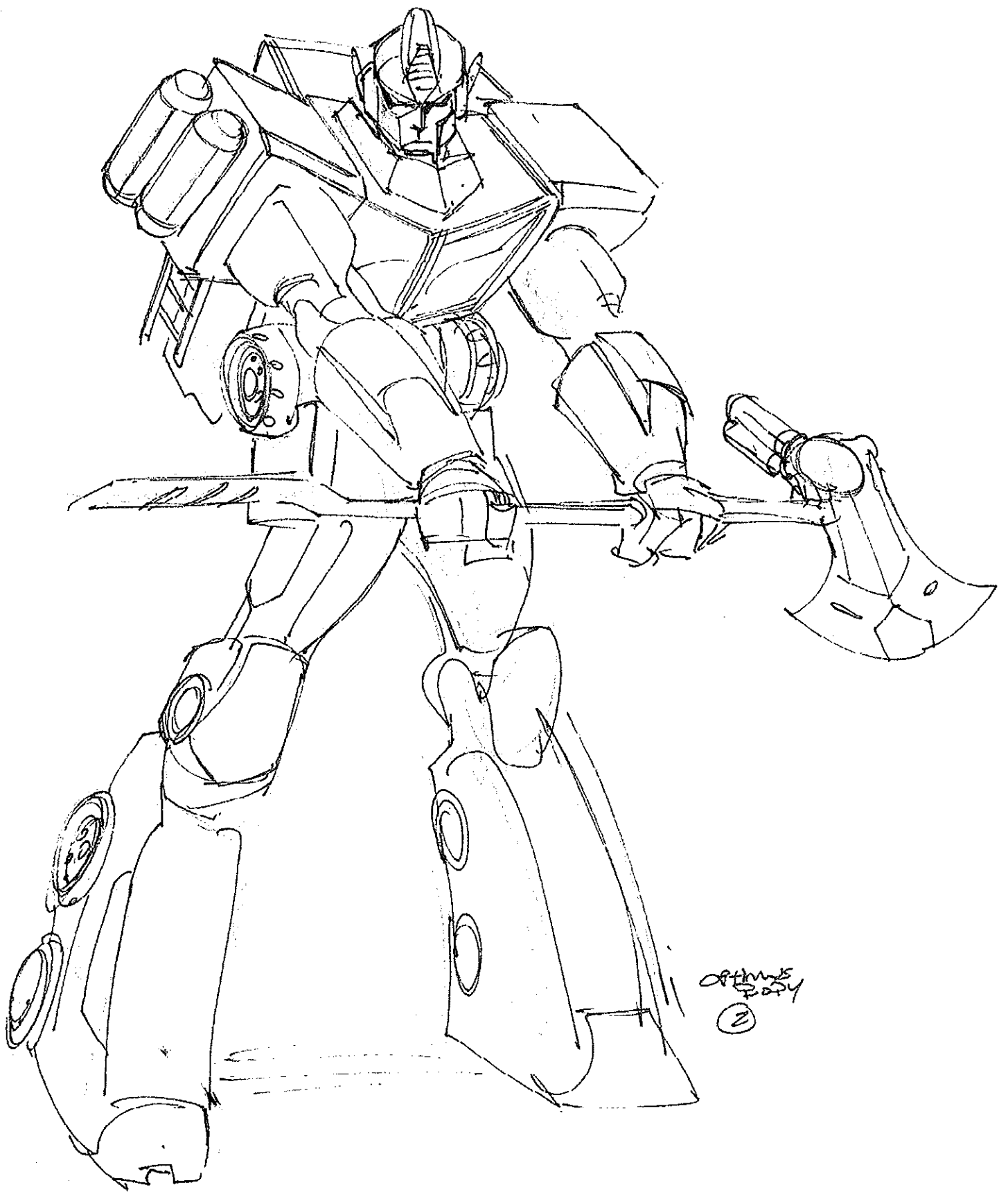
"JETSTROM/JETFIRE"

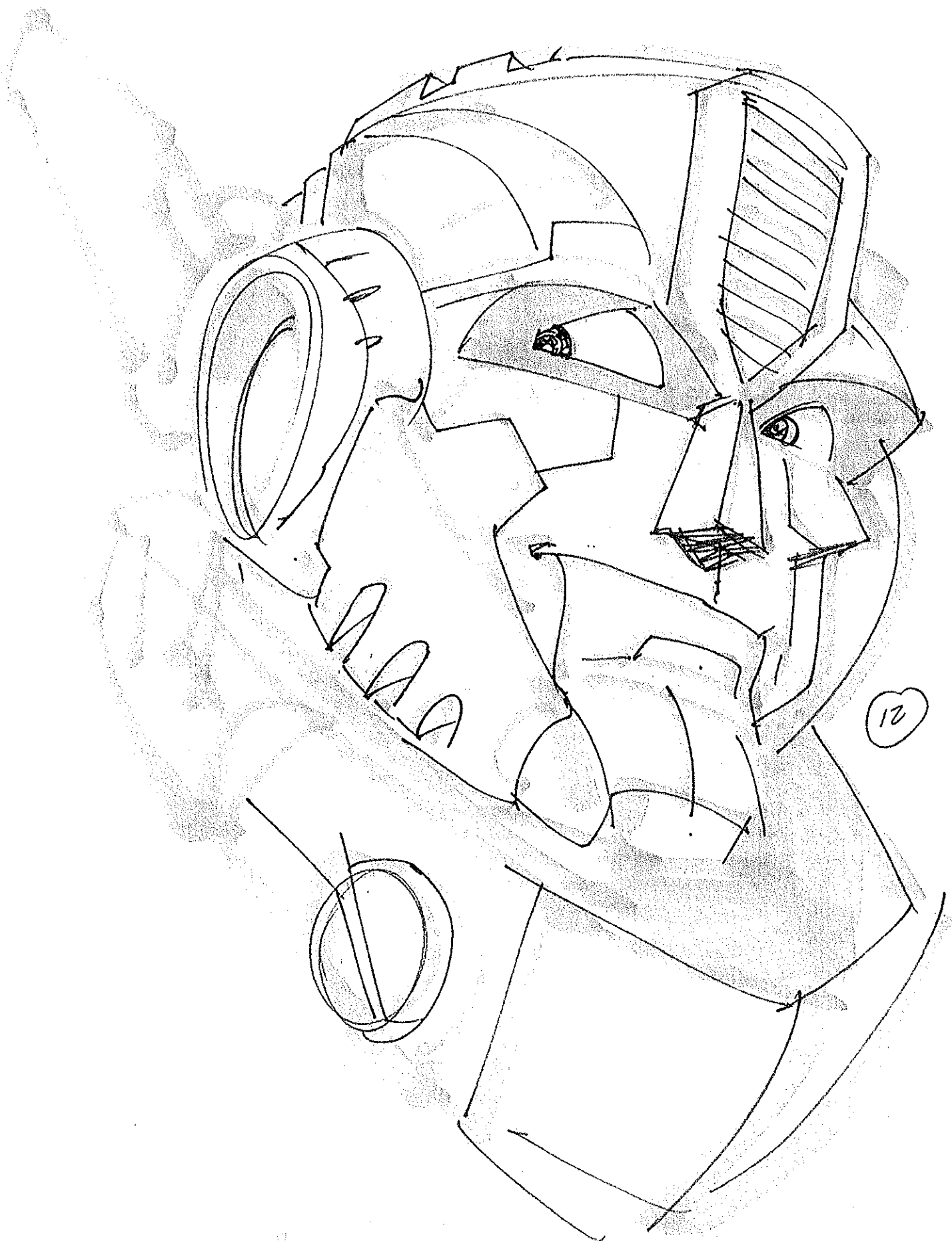
keep human muscle forms

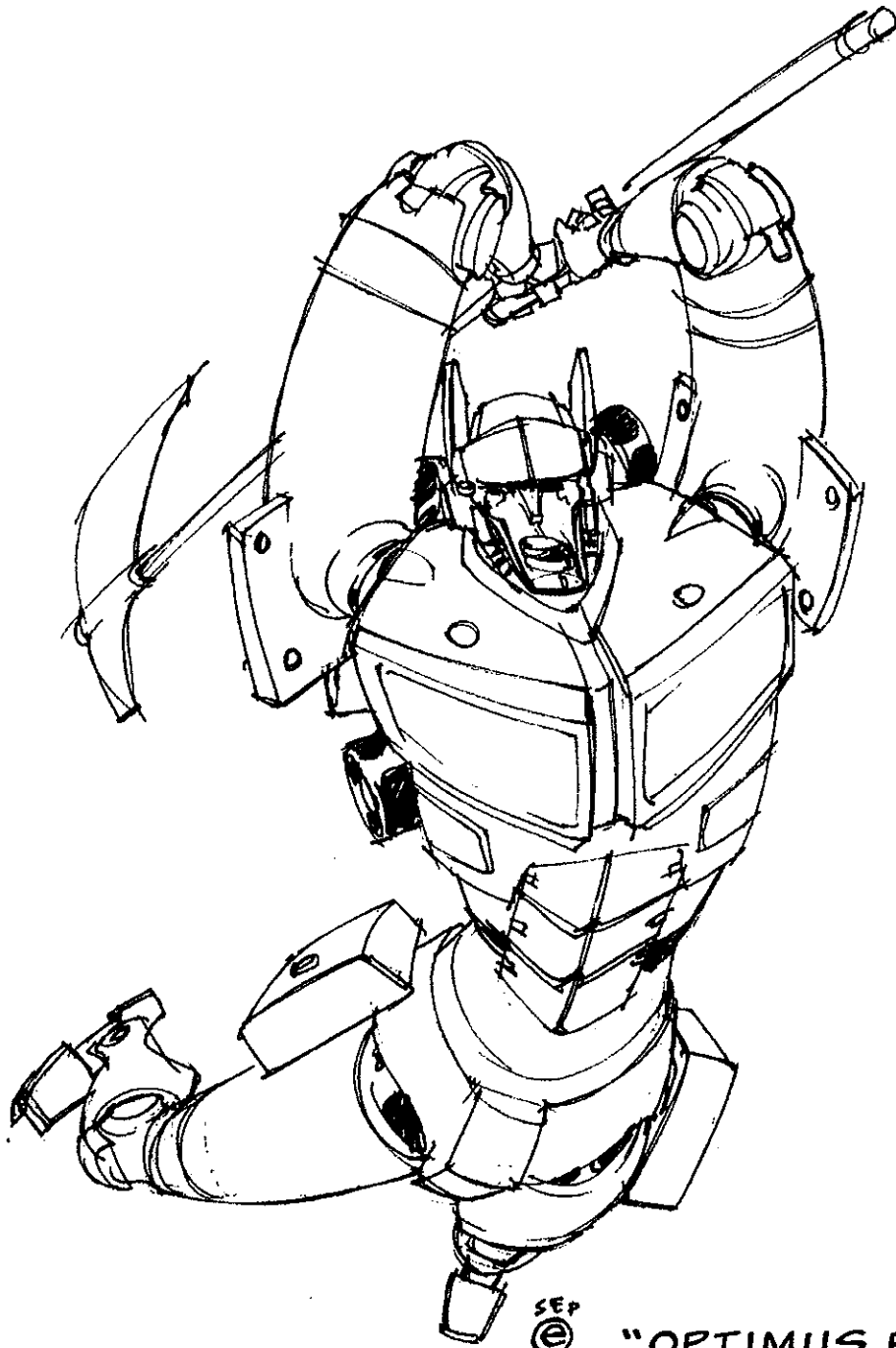






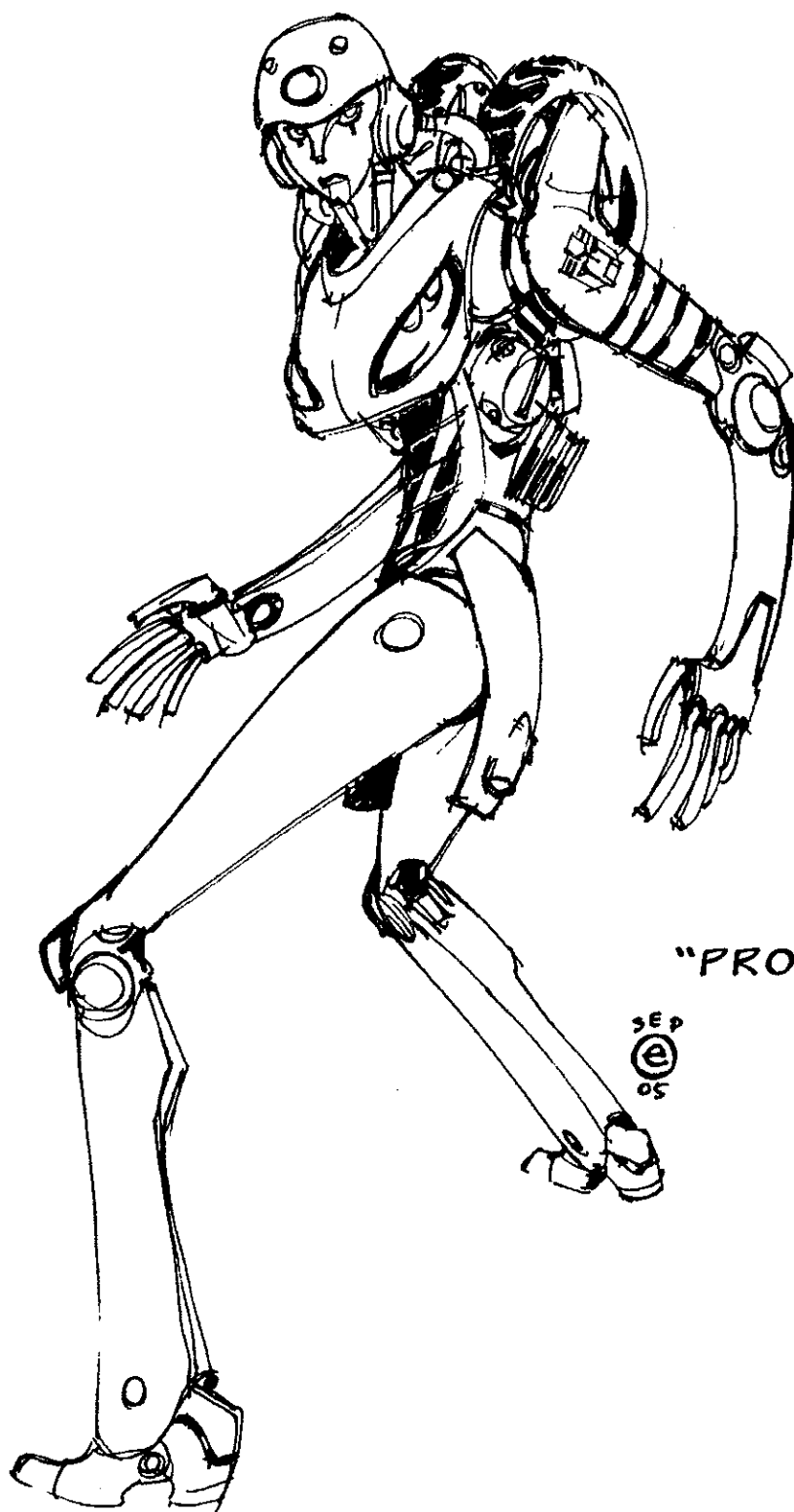






SEP  
©  
PS

"OPTIMUS PRIME"



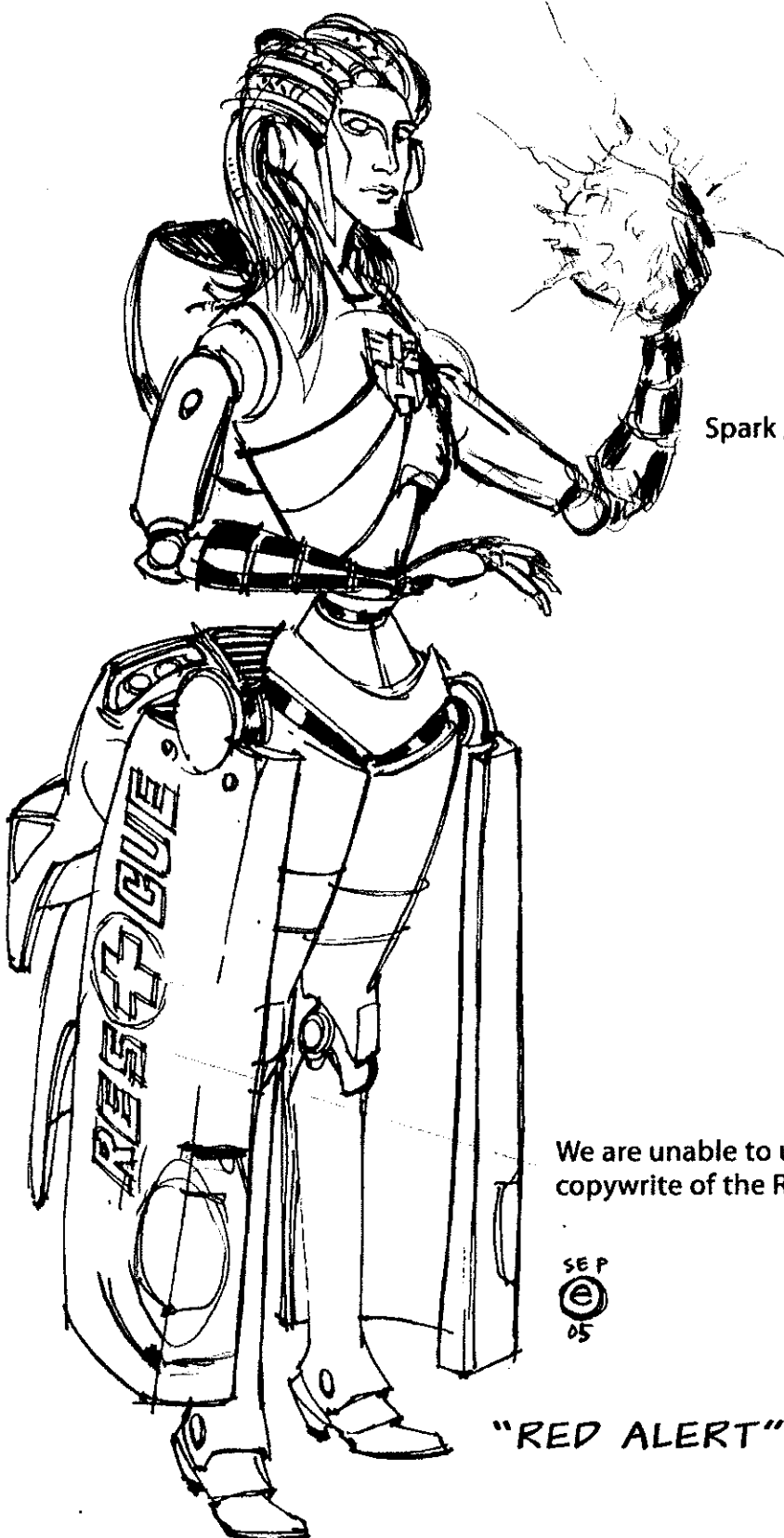
"PROWL"

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05



Wire/cable hair, she can use the hair to hold objects and repair other Transformers

When angered the hair can become medusa-like



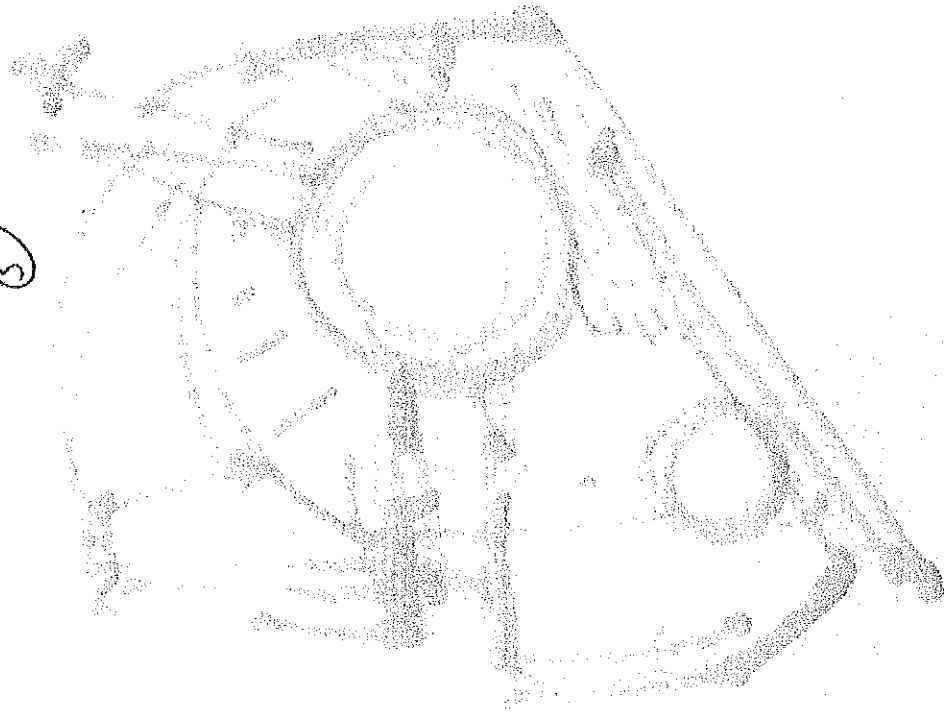
Spark / life force power

We are unable to use the cross on product  
copyright of the Red Cross FYI

SEP  
©  
05

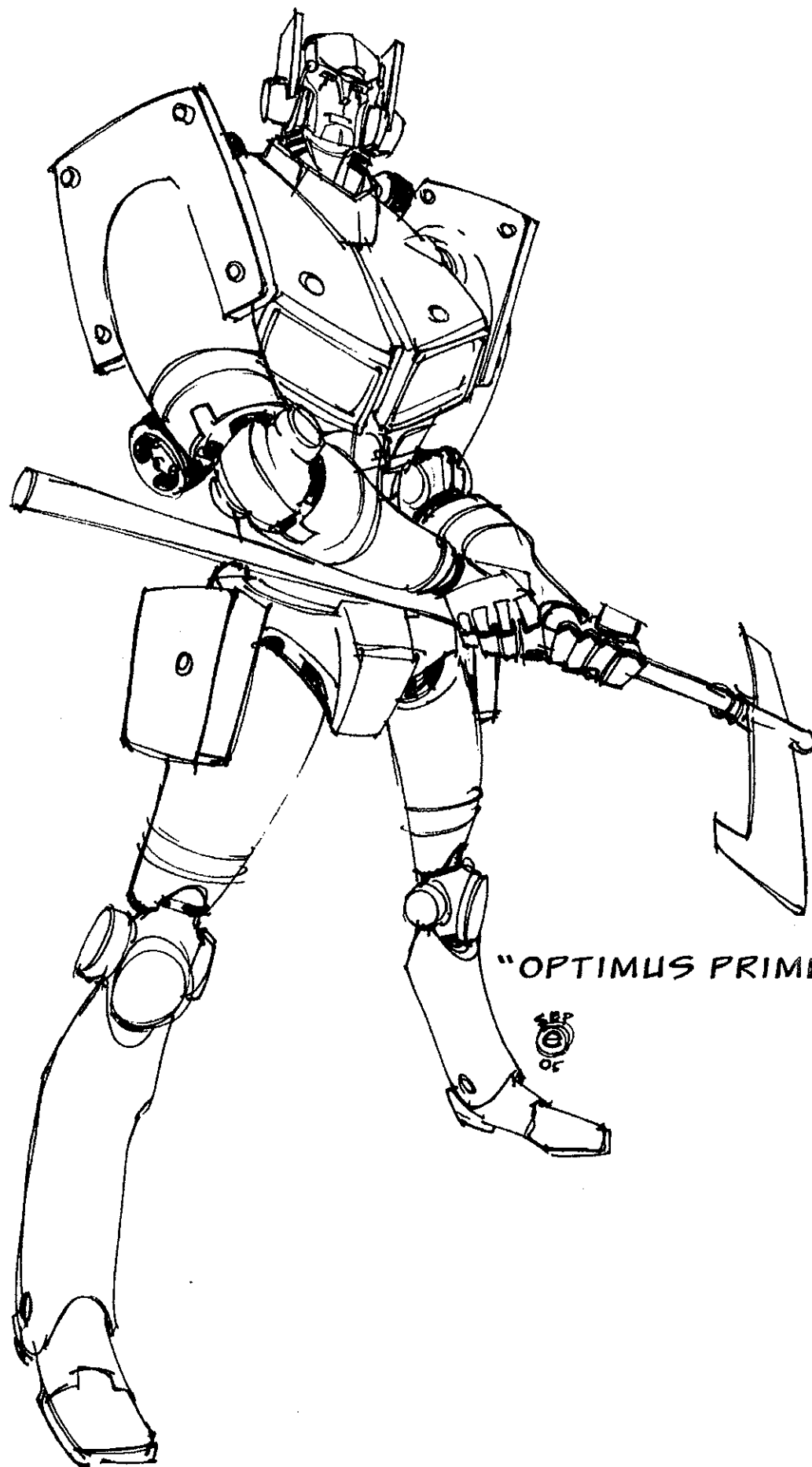
"RED ALERT"

3



4





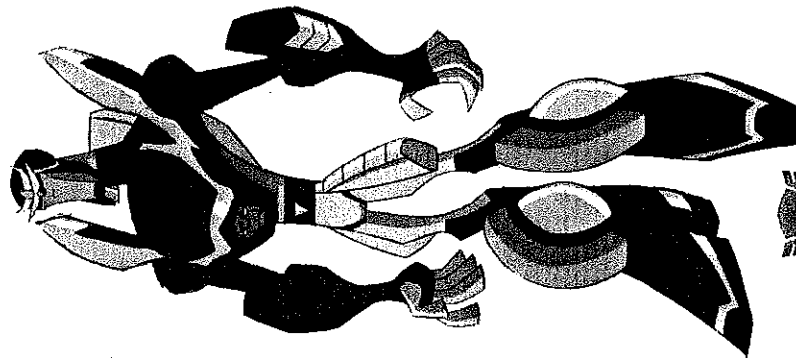
"OPTIMUS PRIME"



**Character:** Prowl

**Size Class:** Deluxe

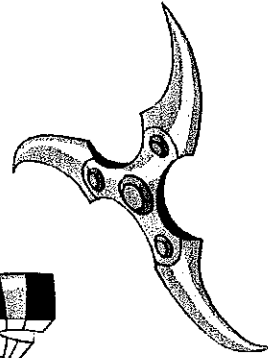
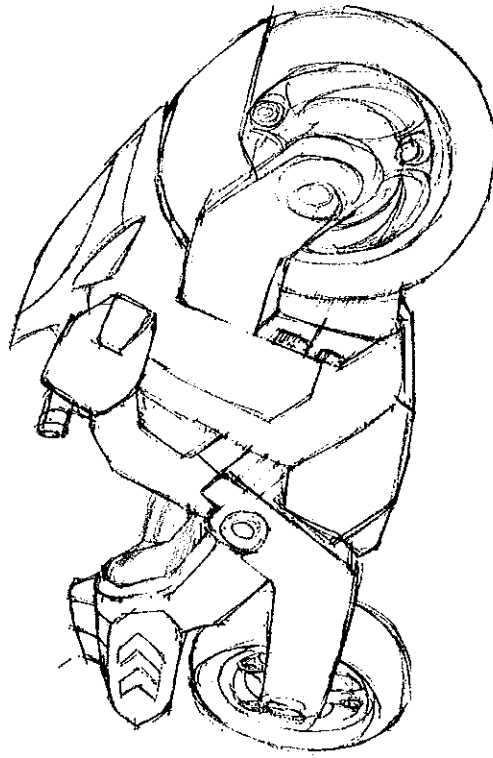
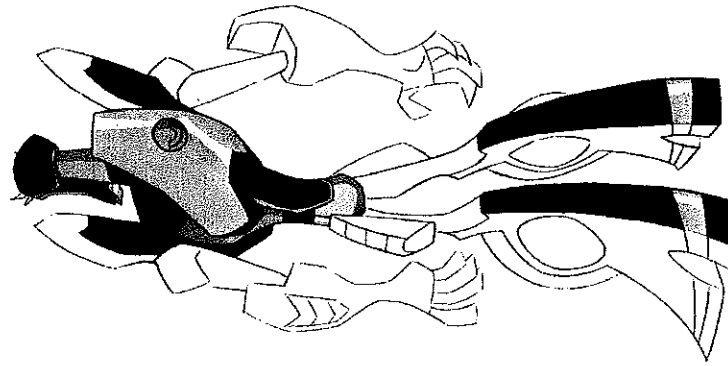
**Vehicle Mode:** Police Speed Bike



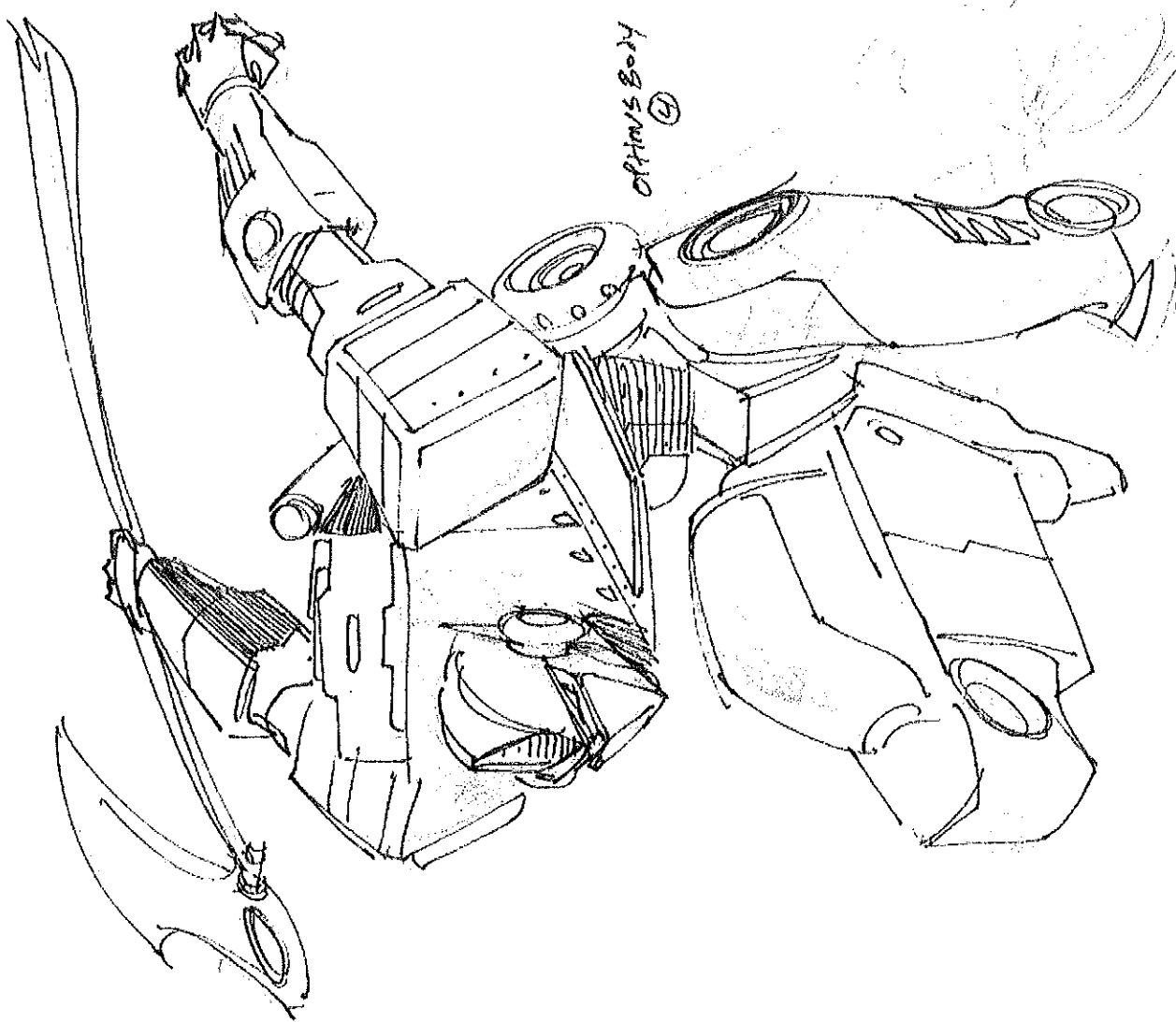
**Allegiance:**

**Accessories:** Transforming Shurikens (4),  
Traffic Light w/Chain

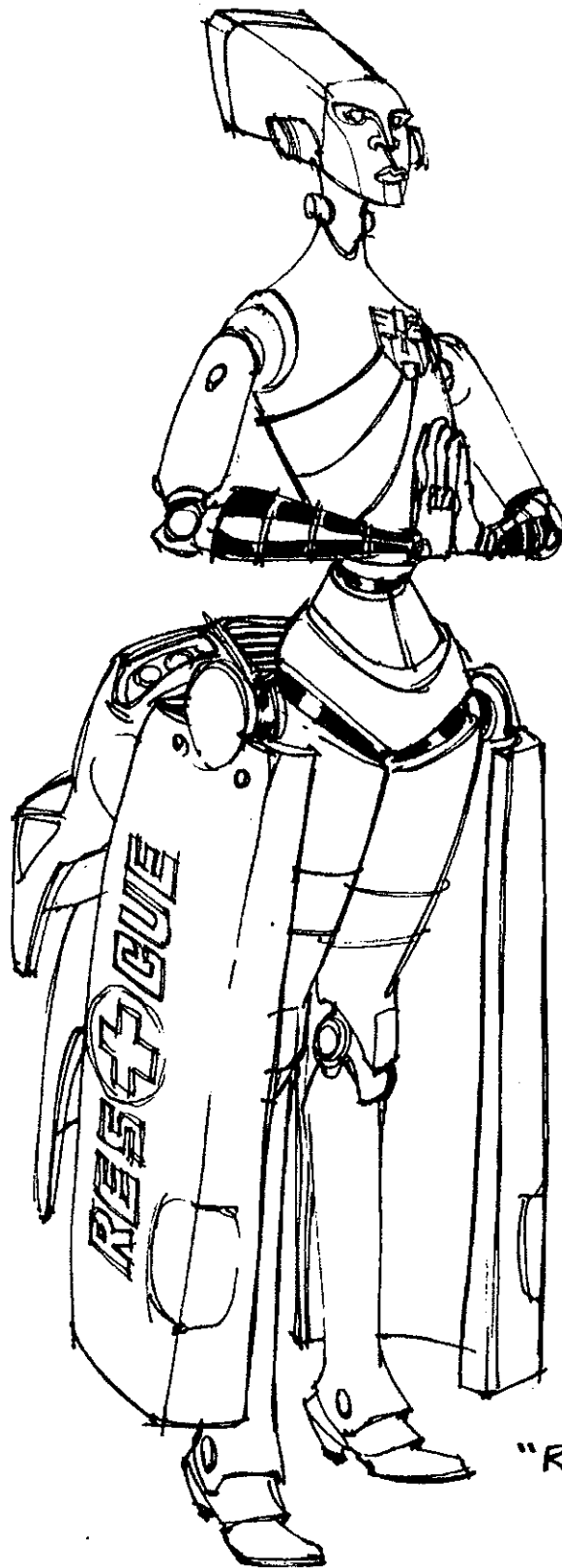
**Features:** Signature Transformation, Spring release Elbow (throws shurikens)



# Transformers Animated

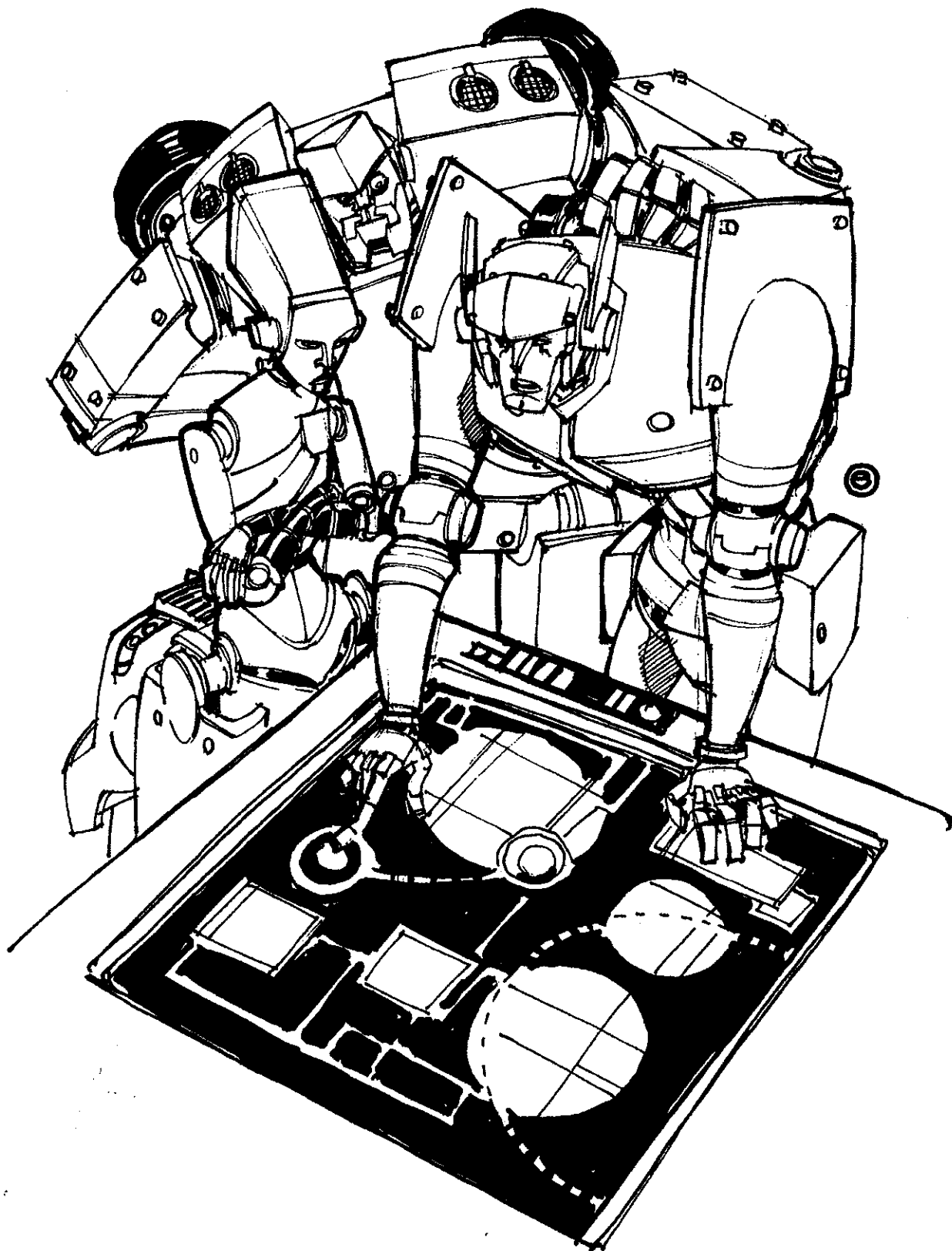


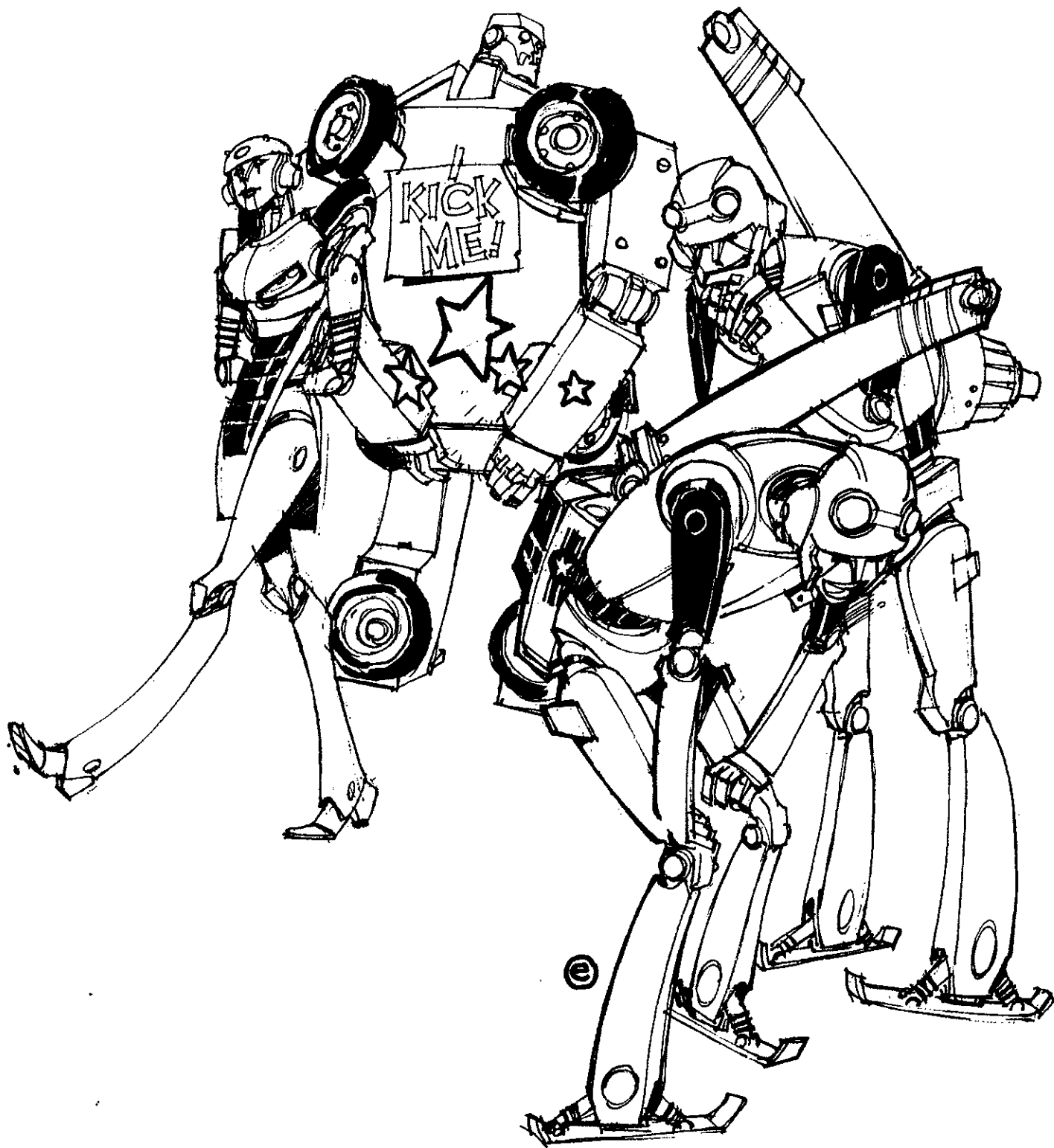
OPTION 2 BODY ④



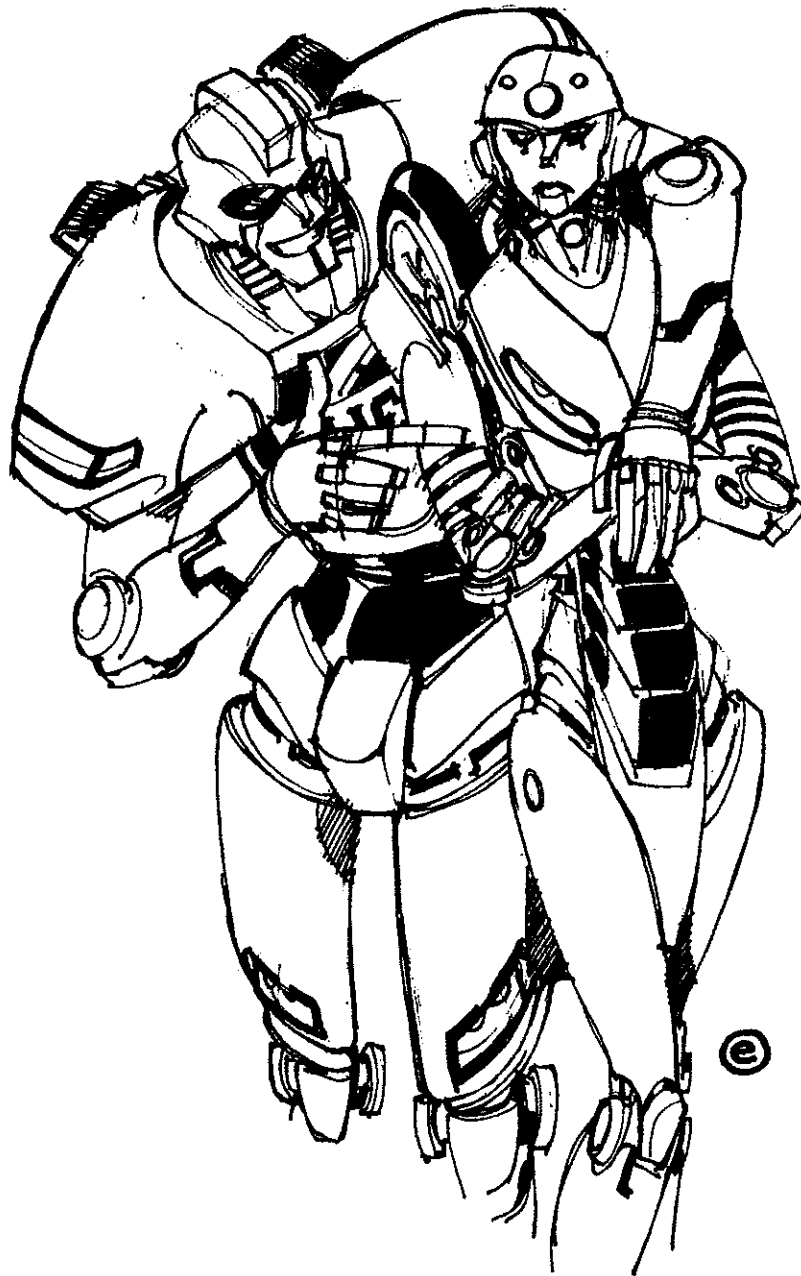
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05

"RED ALERT"







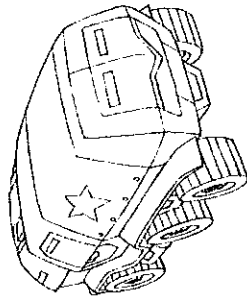
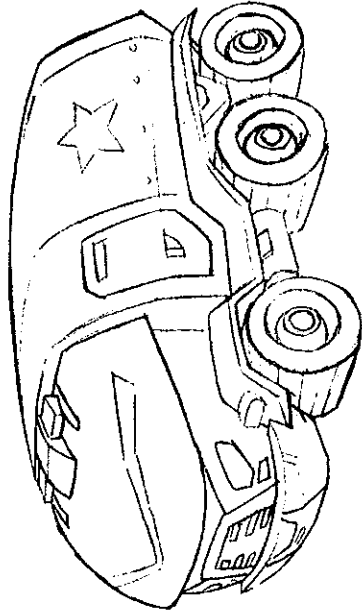
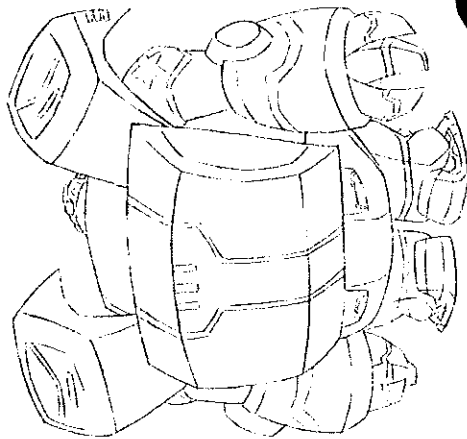
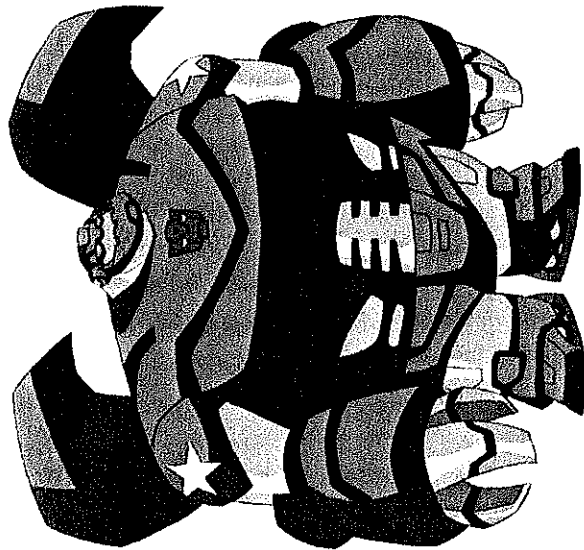




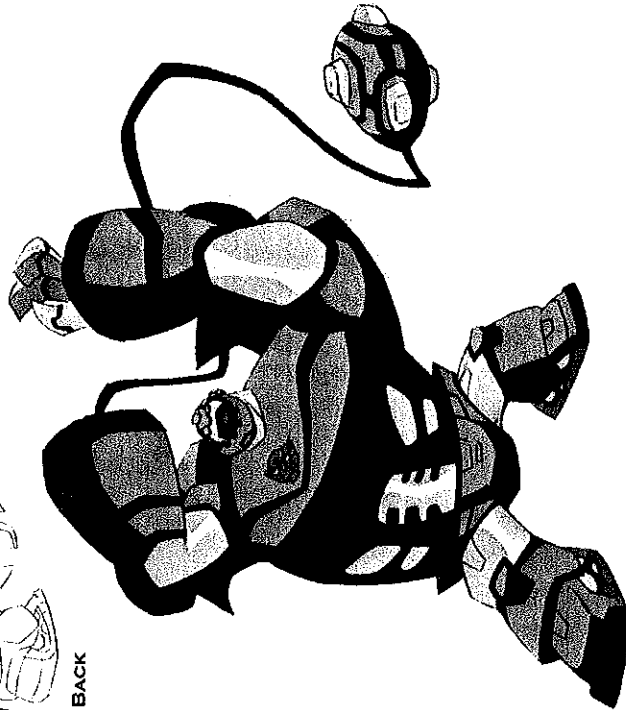
**Character: Bulkhead**

**Size Class: Voyager**

**Vehicle Mode: SWAT Truck**



3/4 BACK

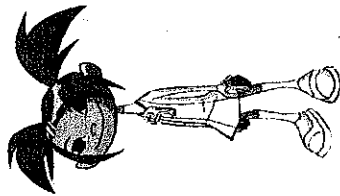


**Allegiance:**

**Features:** 1) Wrecking Ball fires from Hand/Tethered to arm by string,  
2) Arms are Spring loaded for punching action in Transformation.

**Accessories:** Wrecking Ball, Sari Action Figure

not Final



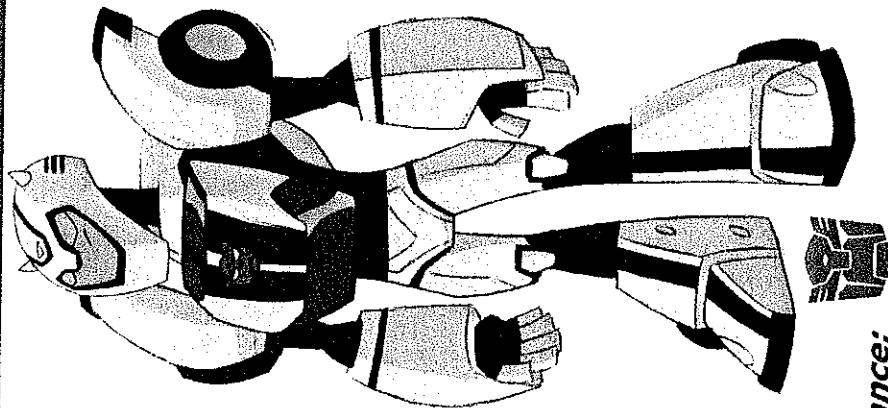
SARI

# Transformers Animated

**Character:** Bumblebee

**Size Class:** Deluxe

**Vehicle Mode:** Police Sports Street Car



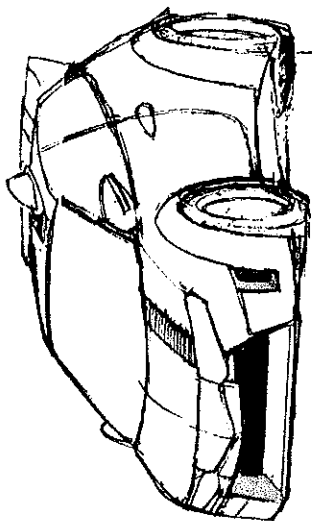
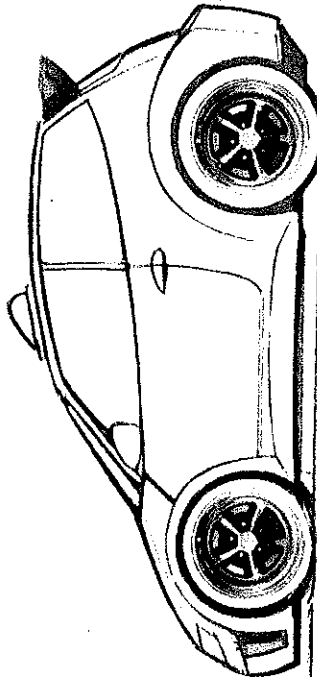
**Allegiance:**

**Accessories:** BeeStingers, Rocket Thrusters (2)

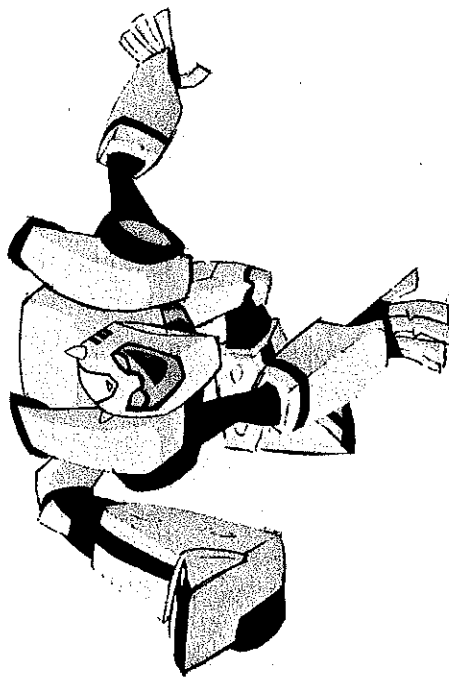
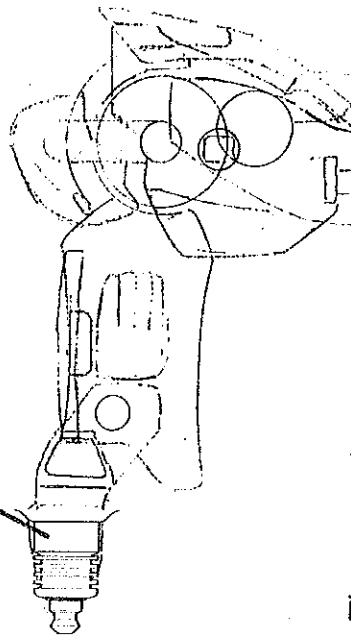
**Features:** Signature Transformation, Manual Transformation "Stingers"



Rocket Thrusters



"Stinger" looks like Sparkplug



# Transformers Animated