

ITE proudly presents...

HUGO™

- the international,
[Hugo - the international,
interactive TV Star!]
interactive TV Star!

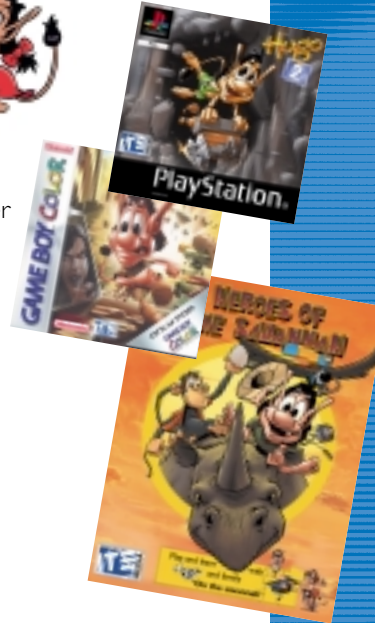


A true star, charming Live-TV Troll Hugo has captured the hearts of young audiences all over the globe. Enjoying fame and recognition in more than 40 different countries, Hugo and his family continue to generate smiles, fun, and not least high TV ratings, wherever they go.

Hugo is one of the best known and most loved children's animated TV characters in the world. Since his debut just over a decade ago, he has successfully pioneered the concept of live interactive TV, setting entirely new standards for modern TV entertainment.



What's more, he's a great entertainer on virtually all popular game platforms. And with combined sales of Hugo games exceeding five million copies, he really is quite a character!



ITE is responsible for system
installation and user training,
all over the world



ITE's animation mask
instantaneously copies the actor's
facial expressions to Hugo





In the old days, trolls were feared creatures in the Nordic countries – but who in the world could be afraid of a charming and helpful troll like Hugo?

Virtually real

[Virtually real]



● ITE's system 4000 in one mobile unit

ITE's Animation Mask System (AMS) is the amazing piece of technology that breathes life into Hugo, making interactive television even more entertaining, for both viewers and players.

The AMS is easy to use. All you need is a helmet, a remote control and a hardware module. Wearing the helmet, sensors transfer the actor's facial expressions directly to Hugo's on-screen character. Add to this the control of eye, head and body movements – and Hugo comes to life!

The hardware platform is designed to work equally well in desert heat, jungle humidity, or broadcasting from an Eskimo's igloo. Since ITE's first AMS system was installed 10 years ago, every one of them is still in operation!

- The control computer has an intuitive and easy to use graphic interface

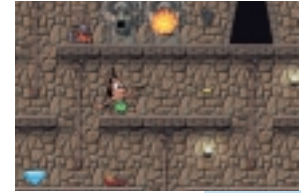


- The actor steers the characters' movements from his control panel



Online Games

- Black Diamond Fever – **NEW**
- Beetle Battle – **NEW**
- Inca Maze – **NEW**
- Hugo goes Fishing – **NEW**



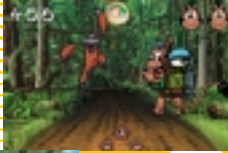
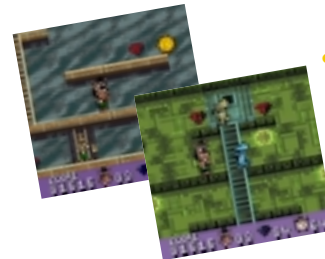
TV Scenarios

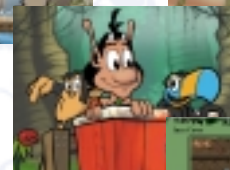
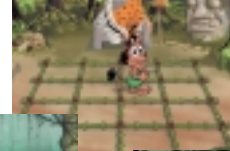
- Black Diamond Fever – **NEW**
- Beetle Battle – **NEW**
- Hugo Jockey
- Rumble Ride
- Hugo Copter
- Follow the Monkey
- Monkey Business
- Liana Climbing
- Vulcano
- End Game Magic Hands – **NEW**
- End Game Mechanic
- Fernando's Fruit Frenzy – **NEW**
- Counting Rabbits
- Follow the Monkey
- Ice Cavern
- Cog Wheel
- Memory (*Leaves and Worms*)
- Juice pipes



Digital TV Scenarios

- Black Diamond Fever – **NEW**
- Follow the Monkey – **NEW**
- Hugo goes Fishing – **NEW**
- Beetle Battle – **NEW**





Hugo - from TV-scene [Hugo - from TV-scene to multi-screen] to multi-screen

Hugo is ITE's most famous and popular TV format.

Children from 4 to 14 are drawn to Hugo's fabulous universe, helping this likeable Troll brave all dangers to rescue his lovely wife, Hugolina, and their three children, Rit, Rat and Rut from the wicked wands of Scylla, the dreaded witch.

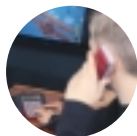
Typically broadcasting five days a week, the story unfolds in 12 exciting TV scenarios based on both 2D and 3D animation, making it 100% cartoon like.



This single-player, multi-platform interactive gameshow allows viewers to participate live via telephone during broadcast - but Hugo stays open for even more game entertainment 24 hours a day, every day of the year. To continue playing, users simply access via the Internet, digital TV, mobile phone, or PlayStation.

[Internet/PC]

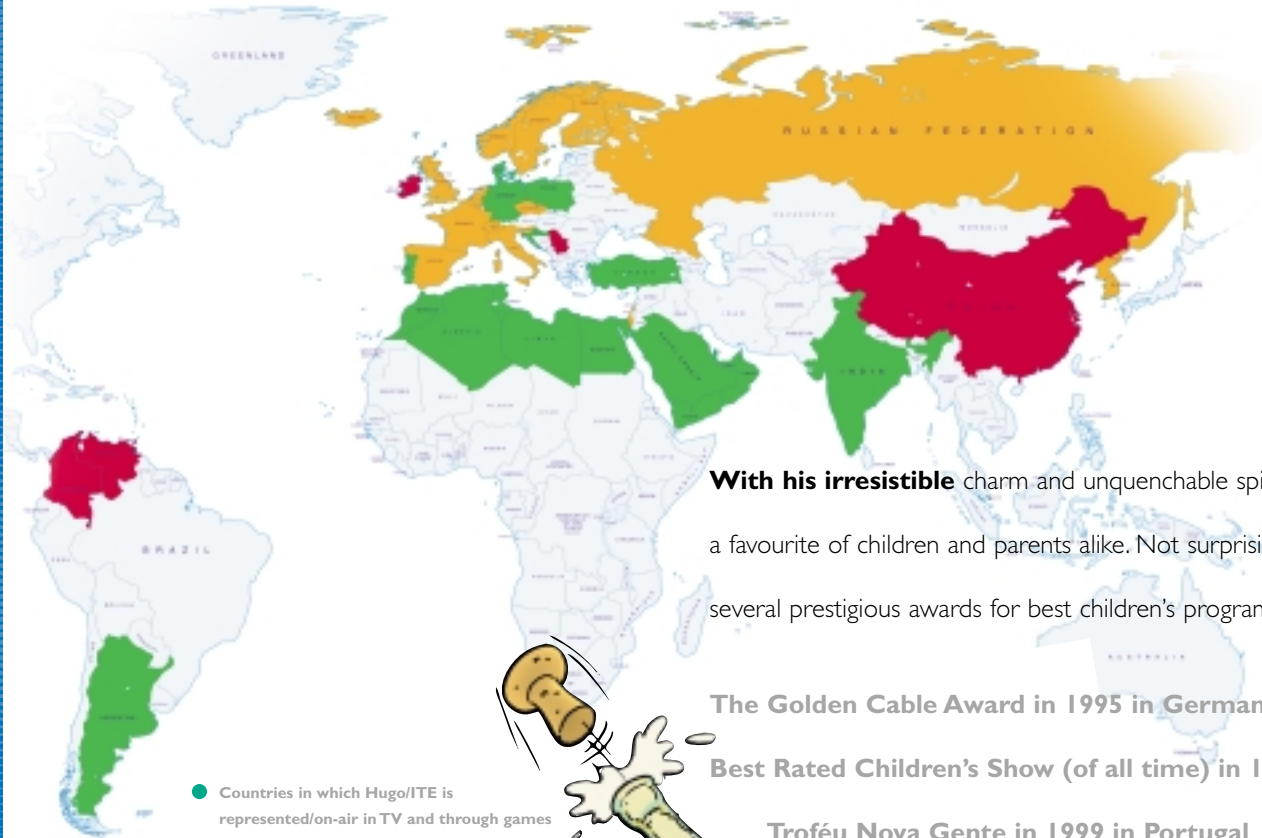
[Mobile phone]



[Telephone]

[Digital TV]

[PlayStation]



- Countries in which Hugo/ITE is represented/on-air in TV and through games
- Countries in which Hugo/ITE is represented/on-air in TV
- Countries in which Hugo/ITE is represented through games



With his irresistible charm and unquenchable spirits, Hugo is a favourite of children and parents alike. Not surprisingly, he has received several prestigious awards for best children's program, including

The Golden Cable Award in 1995 in Germany

Best Rated Children's Show (of all time) in 1996 in Sweden

Troféu Nova Gente in 1999 in Portugal

Best TV Presenter of the Year in 2000 in Ireland



Awarding performance

[Awarding performance]

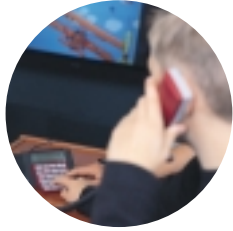
During 2001 alone Hugo was aired in more than 20 countries.

Among these:

- | | |
|---|---|
|  TV2 Denmark |  TV12 Singapore |
|  TG4 Ireland |  Magic Kids Argentina |
|  TV Polsat Poland |  Canal Capital Columbia |
|  RTP Portugal |  Venevision Venezuela |
|  BKTV Serbia |  ART Middle East |
|  HRTV Croatia |  NTV7 Malaysia |
|  ShowTV Turkey | |



[Telephone]



[Internet/PC]



[Digital TV]



[Mobile phone]



[PlayStation]



[GameBoy]



Hugo's sheer face value and TV fame makes for a natural crossover to videos, merchandise, books, and a wide selection of electronic games - from PlayStation and GameBoy to PC, mobile phone and on-line games.

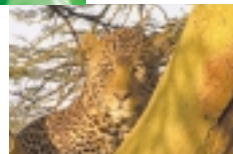
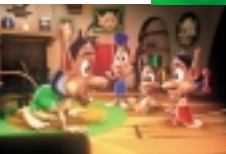
ITE actively pursues the development of new game and content platforms - and no doubt, this multi-media star will continue to shine in the eyes of children well into the future...



Hugo Safari

[Hugo Safari]

Video & DVD distributors

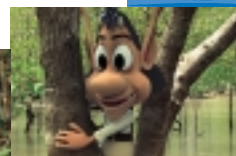


Hugo Safari is a fascinating edutainment format, combining 3D animation and fantastic wildlife footage from the African Savannah and the jungle of Borneo.

Part educational, and all entertainment, Hugo will guide his family and pre-school audience (2-7 years) through uncharted territories on exciting adventures meeting lions, cheetahs, hyenas, elephants and many more animals.

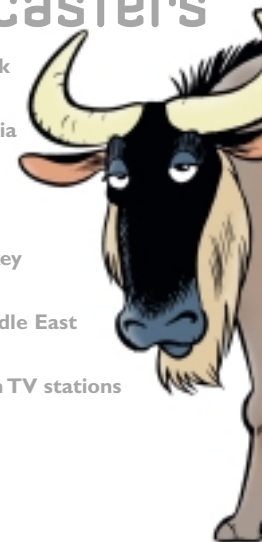
So take a walk on the wild side with Hugo Safari, available in 21 x 10-minute episodes for broadcast and 3 x 65-minute releases for home video and DVD.

- Universal Pictures (Germany, Austria, Switzerland)
- Imperial (Poland)
- Sandrew Metronome (Scandinavia)
- Blitz (Croatia)
- Al Bashaer (Middle East)
- Costa Do Castello (Portugal)
- Diffusion (Argentina)



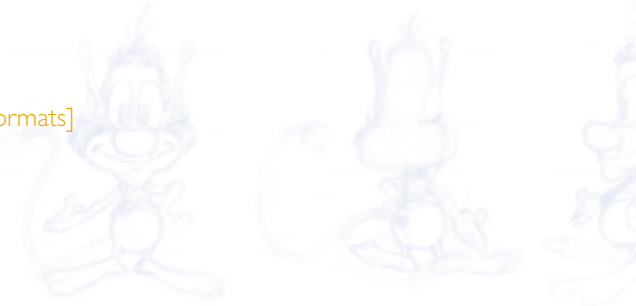
Broadcasters

- TV2 Denmark
- NTV7 Malaysia
- ETTV Taiwan
- ShowTV Turkey
- ART The Middle East
- South Korean TV stations



Hugo game formats

[Hugo game formats]



[Game Boy]

[PlayStation]

[PC CD-ROM Games]

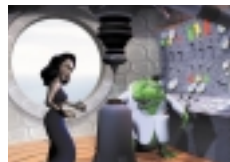
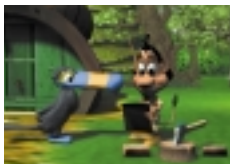
You name it, Hugo is the game... No other cartoon character is available in such a variety of entertainment formats, providing hours of fun, action and learning. With licenses to develop and publish games on PlayStation, GameBoy and even Nokia's new media terminal, you can play whenever and wherever you want!

For maximum impact and synergy in the market, ITE each year releases a new Hugo-theme on a wide span of game platforms, all cleverly supported by new TV scenes and on-line games.

PlayStation

[PlayStation]

- Black Diamond Fever – **NEW**
- The Quest for the Sunstones
- Hugo 2 PlayStation
- Hugo PlayStation



Black Diamond Fever is this year's dramatic story line released on PlayStation, GameBoy Color and PC.





GameBoy ^[GameBoy]

- Black Diamond Fever – NEW
 - Hugo GameBoy 2
 - Hugo GameBoy 2 1/2
- from 2002 new titles will also be available on GameBoy Advanced

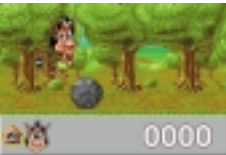


PC CD-ROM Games [PC CD-ROM Games]



New classic and entertainment compilation games are always available for PC, and fans are presented with fun new Hugo titles up to twice a year.

- Black Diamond Fever - **NEW**
- The Quest for the Sunstones
- Hugo Jungle Island 2
- Hugo Jungle Island
- Classics series 1-5



Hugo's

[Hugo's Christmas Calendar]

Christmas Calendar



December countdown: there is a seasonal game scenario for each of these long days up to Christmas!

- Hugo saves Christmas
- Scylla's Revenge



With Hugo by their side, children explore the fantastic Forces of Nature in an edutaining format of games and mazes.

Edutainment

[Edutainment]

There is no better way to learn,
than when you're having fun!

- Forces of Nature
- Heroes of the Savannah
- The Magic Potion
- The Bewitched Rollercoaster
- The Magic Journey
- The Magic Oak





Children love to play, learn and explore with Hugo:

- **Illustrated children's books and book & tape systems**
from classics to modern stories.

- **Fact books**

Atlases, animal books, activity and maze books

- **PC CD-ROM games**

Challenging edutainment games

- **Member's magazine crammed with activities, challenges and games.**

- Just one year since its launch, more than 15,000 children look forward to a visit from the postman every month





The [Kids Only] Hugo Club

[The 'Kids Only' Hugo Club]

What a treat to receive a brand new Hugo book package through the post each month – packed with hours and hours of fun and excitement for children of 6-10 years.

Hugo's club for kids provides an appetizing mix of entertaining and edutaining books and games that appeal to the natural curiosity of children.



Wherever Hugo - I go!

Find your way through Hugo's amazing mazes.



Hugo's Club for kids is established in co-operation with the

Danish publisher Carlsen, a Bonnier Media Company.



Hugo products include:

- Music CDs
- Plastic figures
- Puzzles
- Purses
- Bags
- Backpacks
- Posters
- Watches
- Clothes (T-shirts, Caps, Sweatshirts, socks etc.)
- Sticker books
- Activity books
- Hugo maze books
- Cutlery and plastic crockery
- Straws



Hugo food products

include:

- Ice cream
- Candy
- Yoghurt
- Chewing gum





Hugo Merchandise

[Hugo Merchandise]

Some trolls do have it, and capitalising on his all-round charm and popularity, Hugo certainly offers plenty of opportunity for spin-off ranging from Hugo T-shirts, music CD's and puzzles to ice cream, candy and chewing gum. There's something for every kid's taste!

Hugo merchandise is produced on license.



● These are cherished collectables among young Hugo fans.

ITE [Interactive Television Entertainment] ITE (Interactive Television Entertainment)

ITE (Interactive Television Entertainment) is the largest and most successful interactive television programming supplier in the world, developing, producing and delivering unique animation concepts. Since Hugo was launched on Danish TV in 1990, the company has been the international pioneer of interactive television entertainment.

ITE is also Denmark's biggest multi-platform games developer, known and recognized as a highly professional and value oriented provider of top quality content games for consoles and PCs. Today, an impressive six million games have been sold for PC, PlayStation, Nintendo Gameboy and Set Top Boxes based on Open TV standards and Internet portals.

ITE employs 80 creative and skilled people at its Copenhagen headquarters. ITE is owned by the Danish venture capital company Olicom A/S and the company's founder Ivan Solvason.

