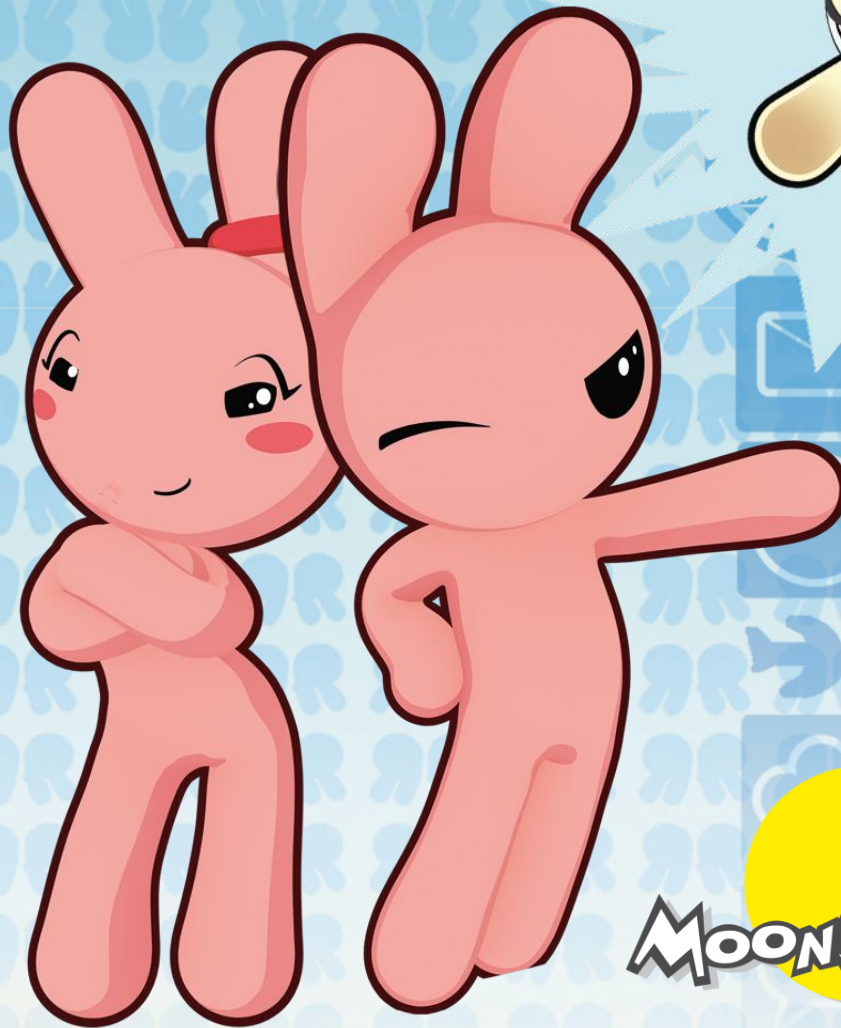




Bunny Maloney



MOONSCOOP

THE SERIES

Full 3D Animation - Produced in HD

Genre : Adult-escent' comedy, action adventure!

Format : 52 x 13' + 13 x 1'30 shorts

A coproduction Moonscoop & France 2, in collaboration with Canal

+

Bunny Maloney is a comedy-action series that focuses on four independently quirky characters (a la American sitcom) set against the backdrop of fast-paced action heroics (a la Japanese anime), blending the best elements of both styles.

The result is a hilarious mix of conflicting relationships and unresolved issues from their personal lives that cross over into their superhero Mecha-combat games and missions, exacerbating the crisis whilst heightening all aspects of the comedy, tension and drama!

All in all, the perfect ingredients for an animation series that is sure to establish Bunny and his friends as trend setting icons for an international brand.



BUNNY MALONEY CONCEPT

In an expensive, gadget-filled loft, located in the spectacular urban landscape of Bunnyville, three roommates are trying to co-exist... there's Bunny, a lazy, pleasure seeking, bossy, stubborn, yet loveable pink rabbit with an outrageous temper, Candy Bunny, his adorable, fussy *fashionista* girlfriend with an equally outrageous temperament, and Jean-François, their enigmatic, amnesiac friend with a two-word vocabulary.

Bunny, Candy Bunny, Jean-François and Stan Nookie: at their worst they are a conflicted band of self absorbed neurotics. But, when sufficiently motivated, they don their Superhero costumes to become PROTECTEAM combatants who battle the diabolical threats of the evil scientist, Professor Débilouman, their foe in the mecha arena and their foe in life!

Beneath the point-scoring, sporting surface, lurks a deeper conflict, one that poses a constant threat to Bunny ville and its inhabitants : the evil scheme of Professor Débilouman.

Whether the pair are in the apartment, at the ProtecTeam Headquarters or in the heat of a Bunnyganger combat, they confront each situation with as much physical and verbal abuse as possible, using all manner of expressive, exaggerated, outrageous behavior, including unexpected slaps in the face, egotistical attitudes and sulking contests... in an effort to restore the status quo.

So at the end of every episode, the audience will know that... Bunny and the ProtecTeam have saved the city, possibly the world only to restore peace and comfort to their own lives and, as a result, have learned...absolutely nothing!



MAIN CHARACTERS



BUNNY

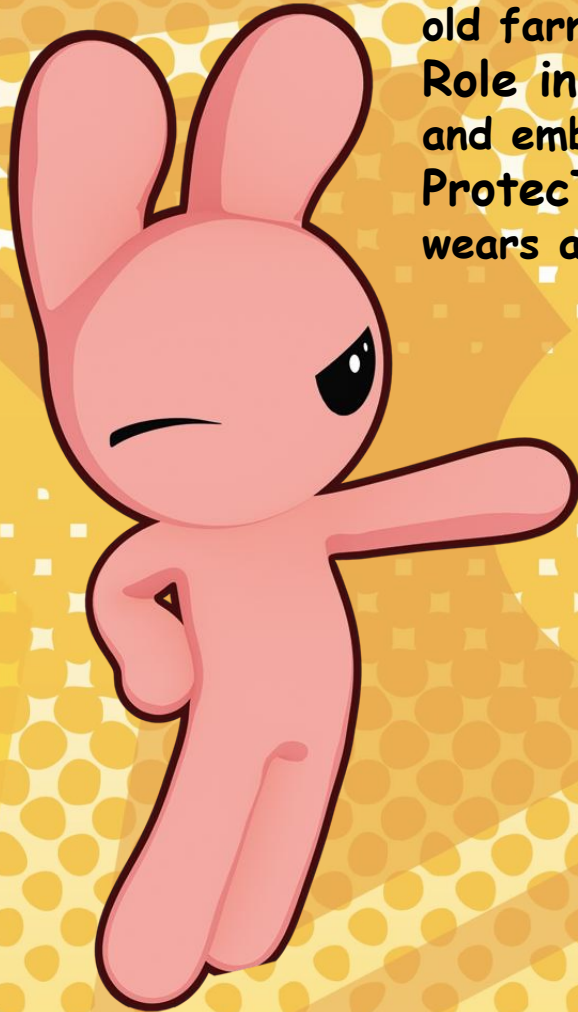
Species: a male rabbit

Age: about 18 years old

Background: born in a rabbit hutch (ironically on one of Débilouman's old farms now gone)

Role in the series: the main hero - a character he lives, breathes and embodies

ProtecTeam Position: Captain of the Bunnyganger-28 robot. Bunny wears a magnificent red combat suit, which is very becoming on him.



In spite of his occasional cool superhero exterior, Bunny's daily attitude reflects that of a self-centred, lazy, moody teenager in perpetual crisis. This is displayed by sudden and frequent mood changes that often erupt into temper tantrums (none more pronounced than if Débilouman's name is mentioned, or someone is flirting with Candy, or someone is hogging the television remote!)

Which brings us to his next vice: *gadgets & games!* Bunny spends most of his time in front of a screen; whether it's a TV, computer, cell phone, video game - or all four at once!

Bunny is also a TV junkie and a junk food gourmet. If it comes to preparing his own, he is capable of the most daring mixtures...and equally capable of putting a frozen dish into the clothes dryer out of ignorance or pure distraction.

CANDY

Species: a female rabbit

Age: about 18 years old

Background: found near one of Débilouman's hutches, in a basket of chocolate eggs

Role in the series: she is the pretty heroine and lovely girlfriend of Bunny. Like a James Bond girl, she makes him look good... a role that suits her perfectly.

ProtecTeam Position: The *cheerleader!* She could easily take charge, but prefers to encourage the team with her effervescent personality! Candy wears a super sexy pink & yellow combat suit.

On the outside, Candy is ultra feminine and stylish, whether she's wearing a carrot-stained apron or her sexy supersuit. On the inside she is highly intelligent with a potpourri of emotions and moods that can deliver all kinds of surprises at a moment's notice. She can be a charming Tupperware hostess one minute and a ruthless online trading tycoon the next.

Candy takes a real interest in the world but she has a major disorder: She is an obsessive-compulsive-perfectionist! Whether it's her looks, her household, her man, her life or her stock portfolio... she is constantly trying to perfect every last detail. She simply **MUST** have the best!



JEAN FRANCOIS

Species: a mystery...something close to a floppy-eared rabbit, but his tail is questionable...

Age: another mystery (acts anywhere from 2 to 20)

Background: no one knows where he comes from and he has amnesia.

Role in the series: The ideal Sidekick.

ProtecTeam Position: Co-pilot. Strategist. The first to test-drive any dangerous gadget or gizmo that Stan has built. He wears a black and blue suit that matches his fur.



Jean-François' only means of expressing himself is through wild hand gestures and endlessly repeating his name (using a variety of tones and inflections that Bunny generally translates to his best convenience).

Regardless of his background, it is clear to everyone that Jean-François has an uncommon intelligence, sensitivity and insight. In spite of his generous nature, there is one vice he must indulge in, regardless of the intrusion to Candy and Bunny's home life. This is his peculiar devotion to *Bust-a-para-dance*: a strange game where you dance wildly on a special mat.

STAN OOKIE

Species: *tanuki* (a type of Japanese badger that is sometimes confused with a raccoon)

Age: about 20

Background: born in Japan; went to the best schools in Silicon Valley in The United Hutches

Role in the series: the technical genius who builds all the Mechas, gadgets & gizmos

ProtecTeam Position: The owner and operator of ProtecTeam HQ and inventor of the Bunnyganger-28. Stan mans the multi screens and narrates the action. Like the omniscient 'video game player' he advises all the opponents on deck and issues commands accordingly.



PROFESSOR DEBILOUMAN

Species: human

Age: old!

Background: a brilliant scientist and strategist who specializes in building weapons of destruction and is very evil.

Role in the series: the Bad Guy!

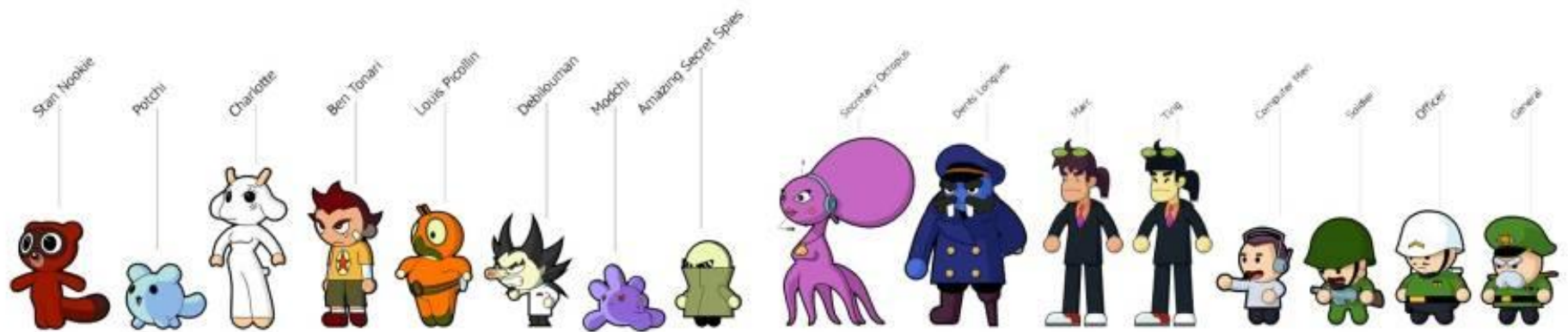
Villainous Position: The CEO of all villainous plots, schemes and evil-doings against the ProtecTeam and citizens of Bunnyville.

The Captain of the submarine *Tsunami* and controller of all monster Mechas and other devices he creates.





SECONDARY CHARACTERS



360° DEVELOPMENTS





MOBILE PHONE

BUNDLED SMILEYS

CLIPS

E-CARDS

GAMES

RING TONES ...



WEB SITE

PROMO

GAMES

CLIPS

SCREENSAVERS

E-CARDS

VARIOUS «VIRAL» CONTENTS ...



MUSIC

JF DANCE GAME

CLIPS + JUKE BOX

BUNNY MALONEY MUSIC COMPILATION ...



PUBLISHING

MANGA ...

INTERACTIVE CONTENTS

VIDEOS

**E-CARDS
WALLPAPERS**

**ANIMATED
ICONS
...
WIDGET**

GAMES

AND MORE IN STORE ...



BUNNY

CELL PHONE



WEB SITE



SMILEYS

CANDY



SMILEYS
(BUNDLED ICONS)



E-CARDS



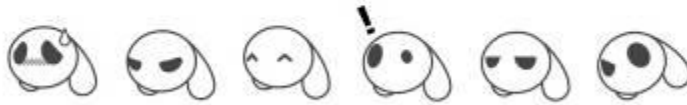
JEAN-FRANCOIS



DANCE WITH
JEAN FRANCOIS



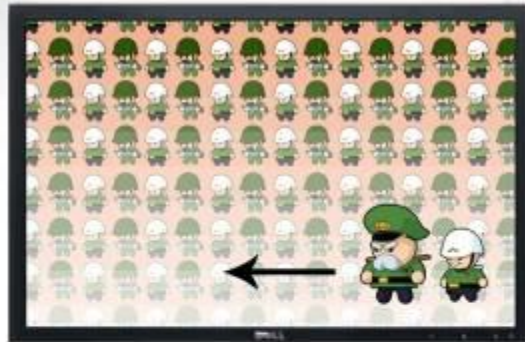
MUSIC BOX



NOACAK

GAMES

SCREEN SAVER



DEBILOUMAN

WALLPAPER

DEBILOUMAN'S MAIL



STAN AND GANGER



TV and Video Sales
distribution@moonscoop.com

LIONEL MARTY – President, Worldwide Distribution lionel.marty@moonscoop.com

MARIE CONGE – Senior V.P., International Sales marie.conge@moonscoop.com

GRACE LEE – V.P. Sales, Asia grace.lee@moonscoop.com

Consumer Products
cpg@moonscoop.com

CYNTHIA MONEY – President, Worldwide Consumer Products & Marketing

cynthia.money@moonscoop.com

MOONSCOOP SAS, Paris

14 rue Alexandre Parodi
75010, Paris - France
T. 33 (0)1 53 35 90 90
F. 33 (0)1 40 35 90 91

MOONSCOOP LLC, L.A.

21300 Oxnard street, #100
Woodland Hills, CA 91367 - USA
T. +1 (818) 999 0062
F. +1 (818) 719 8697

