



# The World's Most Innovative Toys

## ★ Entire Site will be Flash Driven.

### Features that might be included:

- Audio Rollovers announcing:
  - "... Fun-Powered ... "
  - "... Imagination-Driven ... "
- Cinematic-like fades
- BANDAI is the "star"...
  - ...*The World's Best Loved Toys and Characters*

## ★ Information about BANDAI will not merely be posted to simply page through and read, instead, ...

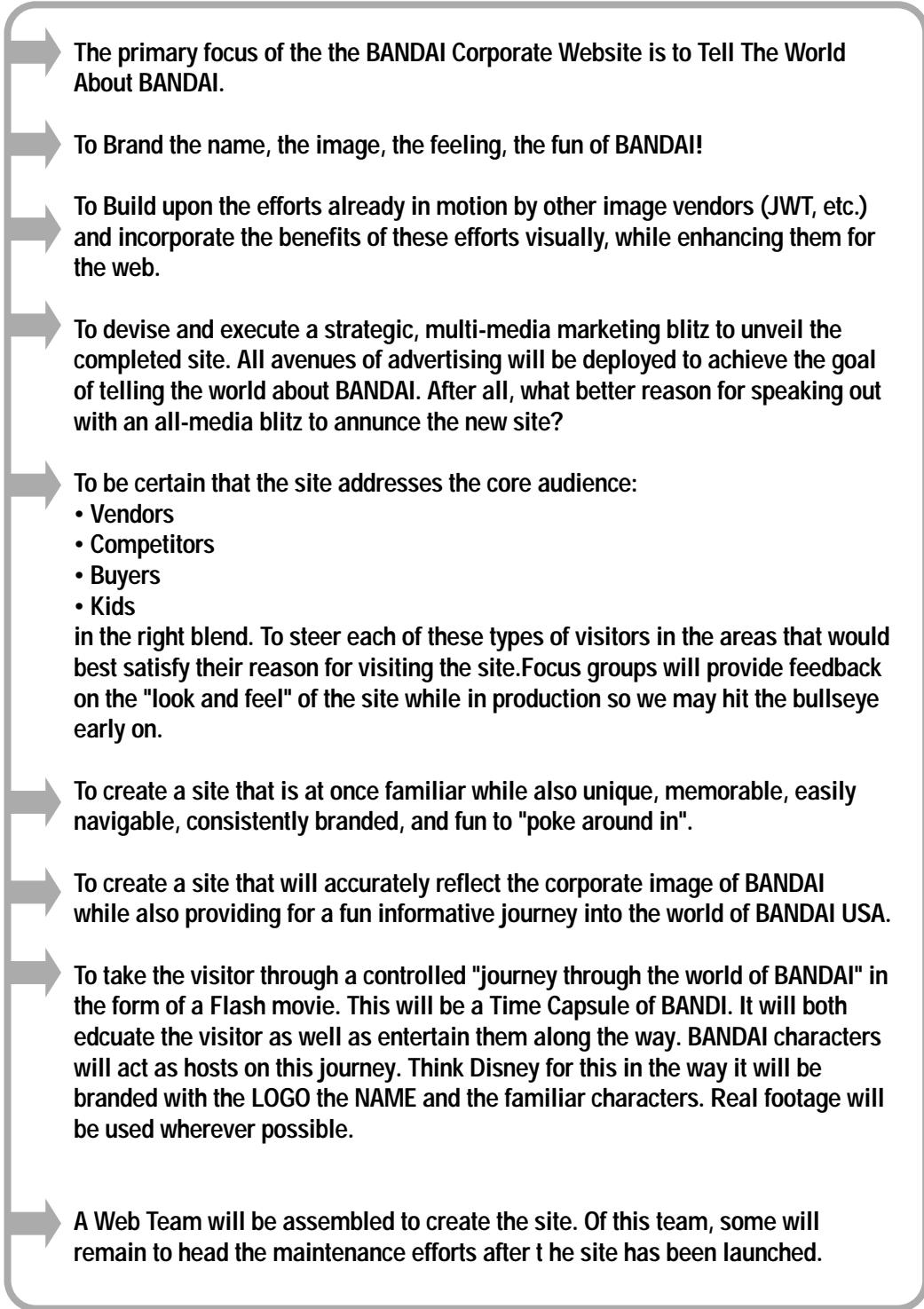
The story will be told with animation, audio annotation, video clips and snippets, all seamlessly integrated into the navigational framework of the entire web site.

People will not simply "visit" the BANDAI site, but instead ... They will **EXPERIENCE** the site.

### Features that might be included:

- Animated Announcer (postage-sized BANDAI characters will act as talking web site "valets" to guide you through the navigational choices at hand ...)

The BANDAI Corporate site will be Corporate, but it will also be true to the core sentiments of BANDAI: fun and nothing but.



## Product Showcase Area

Though the site will be targeted primarily to adult audiences, the individual product pages will be much more than simply "here is our product" with a static image. The Internet is capable of providing so much more, and NetZuppa is geared to take advantage of that to help build the perception of BANDAI as an entertainment leader with an eye on the future.

Each product will be showcased in a very dramatic fashion that will truly tell the story of that product or character in a visually enticing fashion.

## General Site Areas

- Home Page
- History / The BANDAI Story
- Product Line Pages (Each product is profiled in a fun yet sophisticated way)
- See Our Media / BANDAI In The News
- BANDAI Success Stories
- What's New at BANDAI
- Careers at BANDAI
- Contact Us
- Look HERE pages: (specific areas for specific visitors)
  - Vendors
  - Competitors
  - Buyers
  - Kids

## Sample "Valet Voiceover":

"People come to our web site from near and far to hear grand stories of entertaining toys and action figures designed with one thing in mind: FUN. Make no mistake about it... We are 100% for responsibly interacting with our clientele...children, in a way that will provide them hours of fun today, and lasting memories tomorrow and years to come. The kind of fun they will want to pass on to their children."

