

MAX & CHARLIE

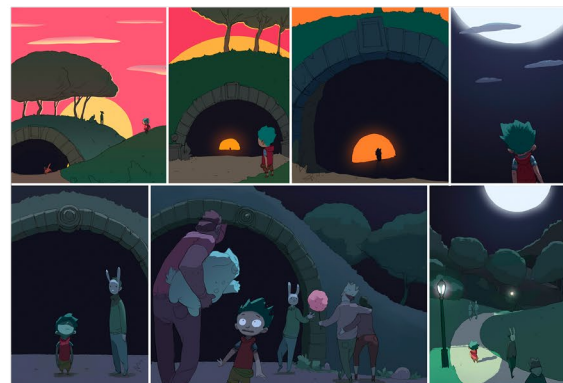
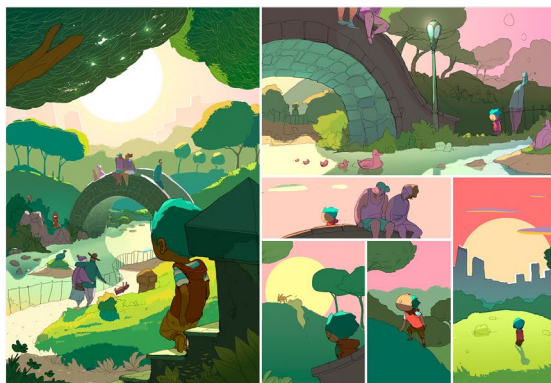
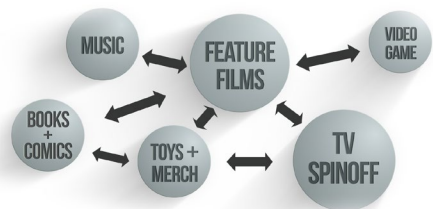
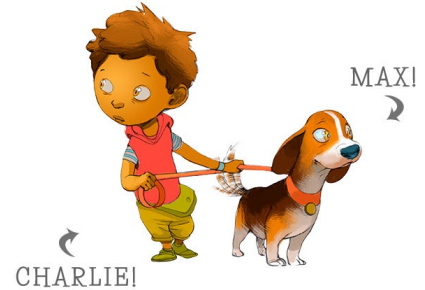
MAX & CHARLIE is a modern take on a young boy's Alice in Wonderland. We follow an adorable young boy as he chases his dog through a beautiful dreamed day in New York City – we're turning New York City into a surreal and vibrant Wonderland. This is quite fundamentally a simple, sweet, and lovely little adventure through the greatest city in the world on one of the most beautiful days imaginable.

MAX & CHARLIE will be rated G and the overall property will strive for the broadest possible appeal. Written as a "thinking kid's" story, its thematic hooks and visual style will nonetheless appeal to a wide demographic: like any successful children's property, it will aim to speak to the kid in all of us.

Variations of the same feature-length script are being made into three primary, independently-created properties: a graphic novel, a feature film, and a video game.

MAX & CHARLIE will utilize an "indie tentpole" model, with which we will create a lasting franchise of numerous international merchandising SKUs: by using small teams of talented independent craftspeople, we will produce and distribute high-quality physical and digital products while using proven cross-platform business strategies.

Our graphic novel will be the first product to hit the marketplace and will set the perfect tone for the wider property – and it's very nearly finished! The feature film and video game are currently in pre-production, and we're excited to be bringing on talented members to each property's team.



Samples from the graphic novel. The book will be ~120 pages of colorful insanity, and will be available as paperback, hardback, and animated ebooks.

MAX & CHARLIE's feature film was written to be a small, stylized production that will be relatively cheap to produce but released with an extremely high production value. Our film will be shot in stereoscopic 3D, bolstering the surreal visual backbone of the underlying storyline: while the visuals will be highly stylized and use the latest in available digital trickery, this film will be live-action – that is, not animated.

MAX & CHARLIE's creator has spent years refining 3D workflows and has taken pains to keep the story within the means of a small crew – the majority of the production will use steadicam-based shooting, enabling us to maintain a nimble production while vividly portraying the fluidity of our story's dreamworld. We will use same equipment and teams as the big studio 3D movies for our fun and unique "indie 3D" film – due to the rapidly increasing level of quality 3D technology, the cost of shooting in 3D will not add significantly to the overall cost of production.

Our movie will extend upon the success of the graphic novel and will hit a broad G-rated family audience (which also happens to be one the most lucrative in film).

MAX & CHARLIE's video game will be a fun adventure of cat-and-mouse (or in this case, boy-and-dog) through our same surreal storyworld of New York City. Each level will be set over distinct neighborhoods in the dreamed city.

Our game will be a modernization of the best level design and gameplay mechanisms throughout video game history. Consider one level being a "traditional" side-scroller set in a dreamed West Village (a la Mario Bros); another will be a first-person "shooter" (using bubbles) through Chinatown; another will show an overhead "maze" view of Central Park as Charlie chases Max, while being chased himself (a modern adaptation of Pac Man). The level possibilities through our dreamy cityscape are endless!

We are turning this into an incredibly addictive tablet-based game, and will publish digitally to game marketplaces everywhere with no physical overhead. We will cross-promote the game with our feature film release, and will again be specifically targeting a broad family-friendly audience.

MAX & CHARLIE was written and created by Zack Lieberman, who will also direct and produce each property. Everything will be overseen by EXIT STRATEGY, the award-winning production company that Lieberman co-founded with Ryan Koo. Together, they wrote, directed and produced the "urban western" web series THE WEST SIDE (thewestside.tv), which won the Webby Award for Best Drama Series. Koo is the founder of the popular filmmaking website NO FILM SCHOOL (nofilmschool.com) and Lieberman won an Emmy Award for his digital work at Sony Pictures Television. EXIT STRATEGY has helped build a network of websites that garner over 50 million combined page views per month for top tier web and video clients all over the world. Learn more at exitstrategy.tv

