# KOLA SALES DEMO

| SCENE | GRAPHIC | TEXT | AUDIO |
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| 1. |  | Welcome to KOLA<br><br><br>www.kolanet.com | *Music: Whimsical with brand sounds* |
| 2a. | Kola Kid cartwheels to center<br>Logo grows – start with just the head, have the body join, then the hairpieces attach with the KOLA sounds.<br><br> | KOLA<br><br>Please wait while loading | |

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| 2b. |  | | |
| 2c. |  | | |
| 3. | Words pop up on & off screen while loading – pegged to KOLA sounds  | Fun!<br>Explore.<br>Discover.<br>Cool!<br>KOLA<br>Interact<br>Safe for Kids!<br>Create.<br>Share | |

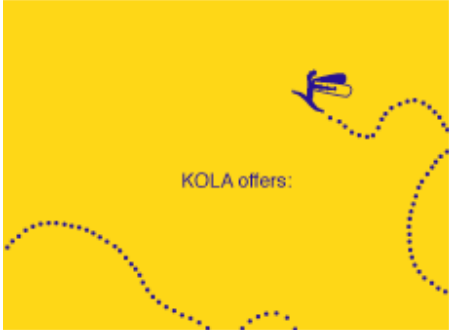| | | | |
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| 4. | New design Idea<br><br>Something perhaps with a screen broken horizontally in half with a bright and a black color – the bright side grows to take over screen and the next screen is in that color with the words from 4b. | **The Internet: Both Good & Bad**<br>The Web provides lots of great stuff.<br>It's educational and fun...<br>But...<br>Some Web sites are inappropriate.<br>Bad for kids: Violence, Sex...<br>Bad influences, and bad people. | |
| 4b. | New design idea? | KOLA is committed to making the Internet safe for families:<br>• Tailored worlds for each member of the family<br>• No anonymous users<br>• Verified family accounts<br>• Customizable filtering | |
| 4c. | New design idea? | KOLA Offers the Best of the Internet in a family safe environment | |
| 5a. | Kola Solution lines expand<br>ADD KOLA Kid and Box to logo – have him hop off to start product tour<br><br> | KOLA (or The Solution:KOLA)<br>A new kind of Internet service built for the entire family<br>Offered exclusively to Corporations, Schools and Civic Organizations<br>Members join through trusted third parties creating unique, verifiable family accounts. | |

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| 5b. | Expands until yellow becomes background | | |
| 6a. | Visual transition to Product Demo Kola Kid not Fly man is character | | **Voiceover:** Let's take a look…. |
| 6b. | Screen graphics build showing all five family worlds with text showing ages underneath. SV wants the full world home page to grow to a full position on the screen, then start to shrink, fade back and take it's place in the structure so the kid can hop on it. | Kids up to 7 | **Voiceover:** KOLA, a new kind of Internet service built for the entire family |
| 7. | | KOLA Junior 8-10 | |

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| 8. | | KOLA Teen 11-13 | |
| 9. | | KOLA Senior 14-17 | |
| 10. | | KOLA Parents for adults | **Voiceover:** PARENTS can enjoy all the benefits of the Internet in an environment that is safe for their children. |
| 12. | Transition to Teen World : The Words: Kids' Worlds! Wipes across the screen. As the words come across, | | **Voiceover:** KOLA worlds offer the best of the Internet in a family safe |

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| | the screen clears. After they disappear, the Teen Homepage fades in. | | environment |
| 13b. | KOLA is Great for KIDS | | **Voiceover**: Each World has a KOLA directory to manage content. |
| 13c. | *Visual Suggestion: Each function mentioned is highlighted with a pointer or grows to emphasize then fits back in to screen – with text matching each highlighted section to explain. Have the KOLA Kid host the tour w/ animation* | Color-coded Navigation Bar | **Voiceover:** KOLA has organized content into color-coded channels: |
| 13d. | *Appropriate highlight of orange "school bag"* | Orange = School | **Voiceover:** The orange channel is for content to help with studying and doing homework |
| | *Appropriate highlight of green "now"* | Green = News | **Voiceover:** The green channel is for news, information and current events |
| 13e | *Appropriate highlight of blue "word"* | Blue = Reference | **Voiceover:** The blue channel is for research, library and reference sites |
| 14. | *Appropriate highlight of red "rec center"* | Red = Fun | **Voiceover:** The red channel is for fun - KIDS get access to the best gaming sites on the web! |

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| 15a. | *Appropriate highlight of purple "411"* | Purple = Special Interests | **Voiceover:** The purple channel is unique for each world and into age appropriate trends and interest areas. |
| 15 note | *Click through to Highlight Explore* Explore = Links | Explore = Links | **Voiceover:** Each channel offers integrated content and community… Explore presents information in each world by displaying links and sorting options relative to the topic. |
| 15b. | *Click through to Highlight Exchange* Exchange = Chat | Exchange = Chat | **Voiceover:** Exchange presents opportunities to discuss with others in each world Displays chat rooms, discussion groups, and forums relative to the sub-channel topic. |
| 15d | *Appropriate Screen* KOLA Also Offer Great Tools | Email, Chat, Search, My Stuff, My School, My World | **Voiceover:** So what can kids do? |
| 15f | *Email button is highlighted* Safely exchange email with friends! | Safely exchange email with friends! | Safely exchange email with friends! |
| 15e | *Chat button is highlighted* Chat with their friends! | Chat with their friends! | **Voiceover:** When they are done with their homework: Chat with their friends! |
| | *Appropriate Screen* Kids search the Internet | Kids can ask questions and go straight to the site with the answer! | **Voiceover:** Ask a specific question and go straight to the site with the answer! |
| | *Appropriate Screen* *Highlight with rollover for My Stuff, My School, My World* | My Stuff = Favorites & Bookmarks | **Voiceover:** My Stuff for Favorite & Bookmarks |

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| | *Appropriate Screen*<br>*Highlight with rollover for My Stuff,*<br>*My School, My World* | My School = School Website | **Voiceover:**<br><br>My School with a direct link to each child's school website |
| | *Appropriate Screen*<br>*Highlight with rollover for My Stuff,*<br>*My School, My World* | My World = User Profiles & Web Pages | **Voiceover:**<br>My World for a complete list of all member profiles and links to personal web pages |
| 15h | *Appropriate Screen – leave Teen*<br>*World and wipe on Parent World*<br>*/Parent's World grows to fill whole*<br>*screen*<br> | KOLA for Parents? | What's in it for Parents … Plenty |
| 16. | *Appropriate Screen -*<br> | Parents Enjoy a full featured Internet Service | **Voiceover:**<br>Parents get the same great tools and features, but with tailored content for parents. |
| 17. | *Show Appropriate Screen – transition*<br>*with rollover from clicking on*<br>*"Controls" section* | And parental controls for peace of mind | **Voiceover:**<br>And parental controls for Peace of mind. |
| 18. | *Show Appropriate Screen – Flexible* | Flexible Filtering | **Voiceover:** |

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| | *Filtering* | | KOLA offers parents the ability to tailor their child's content access |
| | *Show Appropriate Screen – Email Controls* | Set Email controls | **Voiceover:**<br>Set email controls |
| | *Show Appropriate Screen – Time Management* | Manage Children's Usage | **Voiceover:**<br>Set usage time limits for children |
| | *Show Appropriate Screen – Learning Level* | Adjust KOLA Access Privileges | **Voiceover:**<br>Adjust Content Access Privileges |
| 11a. | *Show Appropriate Screen*<br>    Create an E-Allowance | Create an E-Allowance | **Voiceover:**<br>Allow children to shop online with KOLA's E-Allowance |
| | *Back to Original Portion* | | |
| 11c. | | KOLA is Best for Kids<br><br>The Best in:<br>What's Cool!<br>What's Exciting!<br>What's Fun!<br>What's Educational! | **Voiceover:**<br>KOLA is great for KIDS! |
| 11d. | | Contact KOLA Today!<br><br>Phone: 1.888.KIDSONLINE<br>E-mail: info@kola.net<br>Address: 737 Beach Street, San Francisco, CA 94109<br><br><br>The Best of The INTERNET in a SAFE Environment. | |
| 11e. | *Kola Kid Hops off screen* | | |

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