



**BRB JOIN FORCES WITH SONY COMPUTER
ENTERTAINMENT EUROPE TO PRODUCE THE CARTOON
SERIES INVIZIMALS™**

Based on the hugely popular Invizimals™ videogame franchise created by Novarama the cartoon series will incorporate enhanced reality techniques and will be presented for the first time at MIP JR

BRB Internacional and **Sony Computer Entertainment Europe (SCEE)** will present at the upcoming edition of MIP JR the pilot of *Invizimals™*, an animated series based on the hit videogame of the same name created by **Novarama** for the **PSP™ (PlayStation®Portable)**. Just like the game, the series incorporates enhanced-reality techniques, for example viewers will be able to unlock additional content from the series exclusively via their PlayStation®Vita (PS Vita) portable console. **Screen 21** is currently working on the project that will have its world premier at the end of 2013.

Produced in High Definition and aimed at appealing to an audience between 6 and 10 years old, the series **Invizimals™** will consist of 26 half-hour episodes featuring brand new adventures and starring a host of spectacular creatures. Invisible to the human eye, the *Invizimals™* only become visible once captured by the PSP™ thanks to the latest reality enhancement technology.

The *Invizimals™* franchise for PSP™ includes three fantastic games including *Invizimals™*, *Invizimals™: Shadow Zone*, and *Invizimals™: The Lost Tribes* – which together have sold more than a million units in Europe to date. Likewise, **Panini** – which publishes the monthly magazine *Invizimals™* in Spain and Portugal -- has launched several collections of cards, stickers and activities, while **Comansi** has put out two series of collectibles figurines and **Safta** two different ranges of backpacks and school materials.

(Page 1/2)



Kerry Lee, Head of Advertising Sales & Licensing, SCEE, commented: “We are thrilled to be able to develop our brands beyond the videogame and, above all, to have a partner as successful and so experienced as **BRB** in charge of production and distribution of this audiovisual product”. For his part, Carlos Biern, Chief Executive of **BRB Internacional**, pointed out: “INVIZIMALS is a successful consolidated brand in a multitude of territories thanks to the development and marketing of the **Sony PlayStation** videogames. We believe that now, with the series, the children’s audience on a world level will manage to discover these characters not only on their TV screens but also wherever else they may be thanks to the use of augmented reality, something that’s never been seen before in a television series”.

BRB Internacional, which manages the *Invizimals*TM brand in Spain and Portugal, plans to market the rights to the series *Invizimals*TM on a world level.

About BRB Internacional: An international company founded in Spain with 40 years experience in the production, distribution and licensing of high quality television programmes. BRB's animated series have been seen around the world, and characters such as *David the Gnome*, *Dogtanian* and *Willy Fog* are widely recognised as classics. Currently BRB is producing innovative and branded series through the development of its Catalan studio Screen 21 using the latest techniques in design, 3D stereoscopic and CG technology – including such successful brands like *Bernard*, *Suckers*, *Canimals*, *Kambu* or *Zoobabu*-. In the field of licensing, the company manages aside of all BRB's titles an impressive catalogue which includes the Cartoon Network's properties for Spain and Portugal (*Generator Rex*, *Foster's*, *Ben 10*, *Bakugan*, ...) or the PlayStation IPs *LittleBigPlanet*TM, *EyePet*TM, *Invizimals*TM and *SingStar*TM in Spain and Portugal. For more information: brb.es, youtube.com/BRBInternacional, facebook.com/BRBInternacional, twitter.com/BRBInt, brbplay.com

About Sony Computer Entertainment Europe:

Sony Computer Entertainment Europe (SCEE), based in London, is responsible for the distribution, marketing and sales of PlayStation®3, PlayStation®Vita, PlayStation®2, PSP™ (PlayStation®Portable) and PlayStation®Network software and hardware in 109 territories across Europe, the Middle East, Africa and Oceania. SCEE also develops, publishes, markets and distributes entertainment software for these formats, and manages the third party licensing programs for the formats in these territories.

More information about PlayStation products can be found at www.playstation.com.

PlayStation, the PlayStation logo are registered trademarks of Sony Computer Entertainment Inc. PS3 and PSP are trademarks of Sony Computer Entertainment Inc. All other trademarks are property of their respective owners.

BRB PR - Yolanda Muñoz
Ph. +34 91 77 11 451. Cell +34 686 485 283
E-mail: yolanda@brb.es