

LEARNING FRIENDS PEOPLE



For Learning Friends:
CEO
Co-founder



Ann H. McCormick, Ph.D.
CEO

The Learning Company®

Ann founded the Learning Company, a children's educational software company after teaching and conducting research with children in poverty area schools. She shaped the design of the company's first 16 products, including Reader Rabbit and Rocky's Boots, all of which won national awards and high critical acclaim. The Learning Company launched a new category of software and a leading national brand. With Karen McCown, Ann founded Learning Friends, a company launching the next generation of web based software for learning.

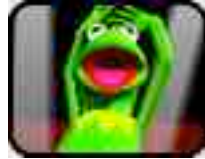

Ann has advised education and technology leaders in 15 nations. She has consulted to Apple Computer, IBM, ATT, Pacific Bell, Northern Telecom and SRI International. She won grants from the National Science Foundation, the U.S. Department of Education, the Hewlett Foundation and the Walter S. Johnson Foundation.



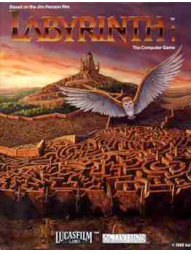
Ann has given invited lectures in education, design, computer science, and business at Stanford, Harvard and the University of California at Berkeley, where she delivered the 100th Anniversary Commencement Address for the School of Education.

Ann writes textbook chapters and articles, appears on television shows such as a PBS special and Donahue. Articles about her work appear in Scientific American, Fortune, Business Week, Forbes and Psychology Today. She has won many awards, including Parent's Choice, Best Software of the Year from Learning Magazine, Best Creativity Title of the Year at E3 (with Gravity, Inc.), and Entrepreneur of the Decade from Junior Achievement. Ann continues to seek the essence of what's important and what's difficult to learn and to provide it for all children with beauty, clarity and humor.

   <p>For Learning Friends: Fritha is President, and created the business plan with Ann.</p> <p>Fritha leads the management team for the Pulse Math Project.</p>	<p>Fritha Knudsen Project Manager, Hewlett Project</p> <p>Fritha served on the Creative Arts Council of the Nueva School and was Director of the Swatch Olympic Project, a \$120 million worldwide Olympic sponsorship of the 1996 Centennial Olympic Games in Atlanta. The project included the architectural design and construction of the Swatch Pavilion in Centennial Olympic Park, all Olympic watch designs and packaging, the pin program, an extensive global hospitality program, technical coordination with the timing division and all communication with other Olympic sponsors and Olympic Committees. Fritha was Conceptual Designer for the International Olympic Youth Camp, bringing together 500 youths from 200 nations during the games. Fritha has produced, directed and acted as creative director for major events for Sun Microsystems, Hewlett Packard, Microsoft, Intel, Charles Schwab, Macy's and Banana Republic.</p>
<p>For Learning Friends: Leslie is co-directing the marketing and business development side of the Pulse Math Project. She has consulted to Learning Friends for two years.</p> 	<p>Leslie Caron Associate Project Manager, Hewlett Project</p> <p>Leslie has taught Special Education serving as a Resource Specialist for grades K-12 in both Oregon and California. Most recently, Leslie co-founded Pippifinn.com a high end e-commerce company which sold children's toys, books and clothing. Leslie has a MS in Education/Special Education from Portland State University and a BA in Theater Arts from the University of California Santa Cruz.</p>

MIRANDA'S MATH PROTOTYPE

  <p>For Learning Friends: Technology Advisor to the Pulse Math Project</p> <p>Young's company, Pulse3D, granted a license to its core tools for</p>	<p>Young Harvill Lead Technologist</p> <p>Young Harvill is co-founder of Pulse3D, responsible for the company's technology vision. He holds an MFA from Stanford University, where he explored the intersection of art and technologies, and received a research grant for work in computer-controlled holography. A fascination with light, vision and illusion compelled Harvill to join VPL Research in 1985 and to work on the first generation of Virtual Reality systems. He wrote Swivel, one of the first 3D modeling and animation packages for the desktop and, with Chuck Blanchard and Jaron Lanier, pioneered the first VR authoring environment (RB2).</p>
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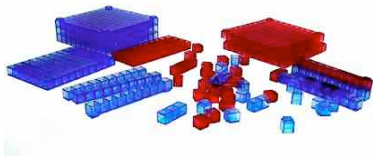
<p>creation of the Pulse Math Prototype.</p>	<p>Harvill is also co-inventor of the Data Glove, and was principal investigator for several patents. At Paracomp, as VP of R&D, Young built one of the first multimedia companies in San Francisco. After Paracomp merged with Macromind to form Macromedia, Young integrated core technologies as a research fellow. Projects included architectural design of multimedia players, and the design of next generation multimedia systems.</p>
 <p>Learning Friends: David Fox is Producer for the Pulse Math Project and will direct production for the company.</p>	 <p>David Fox Producer</p> <p>David Fox moved from the Marin Computer Center to becoming employee #2 at LucasArts Entertainment where for 10 years he designed and produced computer games such as <i>Rescue on Fractalus!</i>, <i>Labyrinth</i>, <i>Zak McKracken and the Alien Mindbenders</i>, <i>Indiana Jones and the Last Crusade</i>, scripted <i>Maniac Mansion</i>, and designed the experiences for <i>Mirage</i> a multi-player, networked location-based entertainment system intended for theme parks. While at LiveWorld Productions/Talk City, an online community provider, he was the Director of New Content where he produced The InSite, a Web site for teens who want to make a difference in their lives (see www.TheInSite.org <http://www.TheInSite.org/>). At Xulu Entertainment, he produced their immersive and online gaming projects. David is also the coauthor of <i>Pascal Primer</i>, <i>Computer Animation Primer</i>, and <i>Armchair BASIC</i>.</p> <p>http://www.electriceggplant.com/</p> 



For Learning Friends:
Created graphics for characters,
including Mirnada Dragon, Zak
Raccoon and Humm, shown here.

Frank Cirocco

Founder and creative director of Lightsource Studios with Frank Gary Winnick, Frank has worked extensively in the entertainment software and commercial art markets as an artist, production designer, art directors, game designer, writer and executive producer. Worked for high-profile companies such as Lucasfilm Ltd., Atari, Spectrum-Holobyte, Rocket Science Games and Marvel Comics. Frank delivers exceptional results the first time.



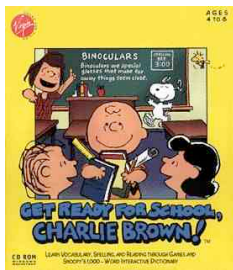
For Learning Friends:
Mary has consulted with Ann for
over 10 years, and licensed her
life's work to Learning Friends.

Mary serves as Lead Math Advisor
to the Hewlett Miranda's Math
Project.





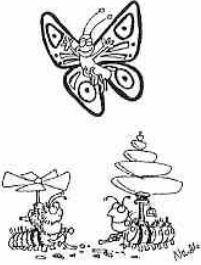


Mary Laycock Senior Mathematics Consultant


Mary has written over 100 books for mathematics teachers and won many awards, including California Mathematics Teacher of the Year and the Milken Award. Mary served as a mathematics teacher specialist for over 60 years, including 30 years at the Nueva School. Her work served as inspiration for the Standards of the National Council of Teachers of Mathematics. Mary taught professional development workshops in all 50 states.



Annie Fox

Annie co-founded the Marin Computer Center, then wrote a best selling book, Armchair BASIC: An Absolute Beginner's Guide to Microcomputers and Programming in BASIC (1983, Osborn/McGraw-Hill). She is an award-

 <p>For Learning Friends: Wrote character profiles and dialog for Hewlett Foundation Pulse Math Project.</p>	<p>winning writer/designer of children's CD ROMs. (Putt-Putt; Madeline; Get Ready for School, Charlie Brown; and Mr. Potato Head are just a few of her titles). Annie created Talk City's The InSite, a place "for teens and young adults to turn their world around." Her book, <i>Can You Relate? Real World Advice For Teens About Guys, Girls, Growing Up And Getting Along</i> (2000, Free Spirit Publishing) is based on hundreds of emails to Terra and Annie's responses to them.</p>
 <p>For Learning Friends: Clint composed the theme music, sound effects and recorded voice at his studio for Miranda's Math.</p>	<p>Clint Bajakian</p> <p>Clint Bajakian's experience at LucasArts Entertainment included composing and sound design supervision. He co-founded The Sound Department, offering state-of-the-art audio production services. Fluent in many musical genres including jazz, rock, world and electronica, Clint's specialty is dramatic orchestral composition as heard in <i>Outlaws</i>, <i>Indiana Jones</i>, and <i>Star Wars: TIE Fighter</i>. Clint was the national recipient of the Academy of Arts and Sciences film music internship.</p>
<p>For Learning Friends: Brian has completed several projects with the company, including dynamic cartoons for the Advance lighting design project.</p> <p>For Miranda's Math, Brian helped design the characters, created storyboards for the product and illustrated the research database.</p> 	 <p>Brian Narelle Storyboard Artist</p> <p>Co-star and writer for <i>Bingo and Molly</i>, seen throughout North and South America on The Learning Channel, Brian brings his creative talents to bear in creating characters and writing for young children.</p>  <p>A former writer/director and animator for <i>Sesame Street</i> he has also created over thirty educational films that have won numerous awards, including seven CINE Gold Eagles, with such popular characters as <i>Sooper Puppy</i> and the</p>

	<p><i>Wizard of No. Hubert's Brain</i>, a film he recently wrote, won the World Animation Celebration, as well as taking home the Annie Award from the International Animation Association for Best Short in 2001.</p> <p>http://www.narellecreative.com/</p>
<p>For Learning Friends: Khris helped select voice talent for characters and directed recording voice for the Pulse Math Project.</p>	 <p>Khris Brown</p> <p>Khris is a producer, casting director and director for Dreamworks, Sony, Fox, Lucasfilm, Warner Brothers, THQ, GT Interactive, Shockwave.com and MTV in the last 3 years. Her accolades include the Motion Picture Sound Editors Award for the 20th Century Fox animated feature, "Titan A.E." Khris did casting, directing and editing voice for Steven Spielberg's "The Dig" and produced voice for every LucasArts game. Her film work includes Star Wars I and II, A.I. from Dreamworks, and many others.</p> <p>http://www.kbavoice.com/</p>

Learning Friends Database "Under the Hood"



For Learning Friends:
Sioux programmed, tested and created the graphical interface for the "Under the Hood Database" for Miranda's Math.

Sioux Atkinson

Sioux is Programmer and Graphic Designer for NatureImages.com, the web site for Bill Atkinson's photography. Sioux was also a programmer of *HyperCard* at Apple Computer, Inc.





For Learning Friends:
Organizational Development Specialist, Child Development consultant. For Miranda's Math, Nancy conducted the developer workshop, design the child model and contributed to research in the "under the hood" database.

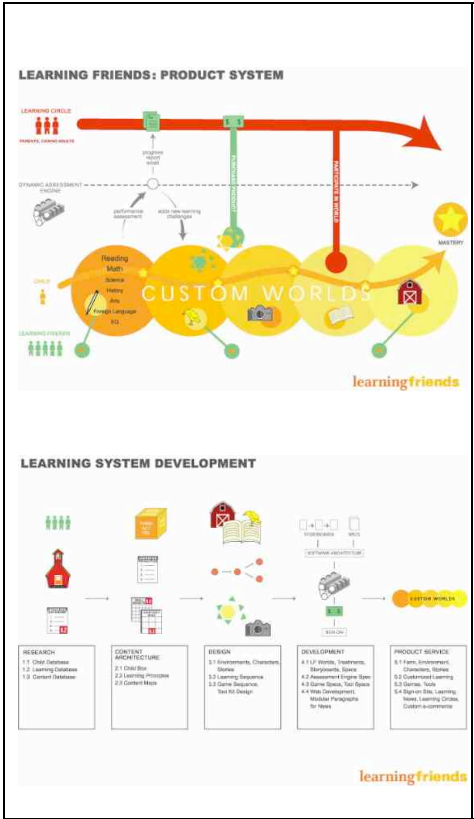


Nancy Wolfberg

Nancy Wolfberg held key positions in marketing and sales at Sony and Wilson Learning Corp and at several startup companies. She helped launch the multimedia industry with Bob Metcalfe, building awareness for the Ethernet. Most recently she worked with entrepreneurs involved in start-ups and small businesses aspiring to the next level of growth.

Field Test Sites

 <p>For the Hewlett Foundation project, Tonia conducted pre- and post testing, collected children's feedback, videotaped children using the product and wrote a field test report.</p>	 <p>Tonia Wanacek, CSJP</p> <p>Tonia has been a Sister of St. Joseph of Peace for forty years. Her career has encompassed ministry in the field of Education for twenty-six of those years. During that time she has been a teacher, indo-Chinese tutor, reading specialist and Elementary school principal. Her career in education has been spent in urban, suburban and rural Washington State. Most of her religious life has been spent working with low income and multi-ethnic children. Sister also spent a number of years working in the inner city as finance director of a low-income residence for women in transition; in fund development for religious communities and low income housing. Currently she is Principal of St. Paul Cathedral School in Yakima, Washington. Her school was chosen as one of seven in the Diocese of Yakima to receive the first Bill & Melinda Gates Foundation Grant to private schools.</p>
<p>For Learning Friends: Directed Field Testing for the William and Flora Hewlett Foundation Project at the Harlem YMCA, supervising pre-testing, videotaping the children, observing children playing the project and reporting comments of children as well as adults.</p> 	 <p>Merle Bush</p> <p>Merle Bush has composed high-quality typesetting for over 30 years. Specializing in working with beginners, Ms. Bush gave hands-on computer immersion to over 50 students for Fleet Bank's Computer Technology and Financial Literacy course. In 2000, she began to educate youngsters from four years old through middle school in computer operations at the Harlem YMCA's After School Program. Through her association with Tech Access educational/professional contacts were made, one of which led her to become the coach of The Y's Wise Lego League Robotics Team—winners of the 2001 "Against All Odds" trophy. Merle Bush is currently working at the Vanderbilt YMCA's Community Learning Center at Public School 183, where she serves to demystify computer terminology to promote cyber mastery.</p>



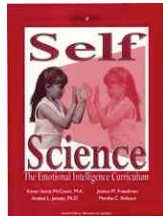
Addwater

Addwater is dedicated to helping clients devise and then deliver on their brand promises. Our approach to our work is determinedly realistic: for a brand to come to life, it needs a thoughtful and consistent expression in print, interface, and experience. Addwater is a strategically focused design firm that helps our clients bridge the gap between expectation and delivery with concepts, content, and designs as pleasing as they are intelligent.

<http://www.addwater.com/>

For Learning Friends:
 Consulted on information architecture, creating Learning System Charts that shaped the project profoundly.

Project Advisors



For Learning Friends:
Co-Founder, Chairman. On the
Miranda's Math Project, Karen is an
Advisor.

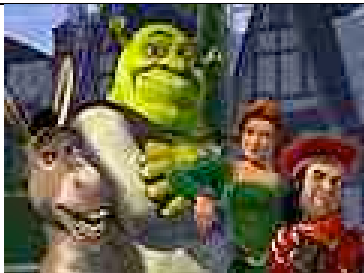
Karen Stone-McCown

Karen founded the Nueva School in Hillsborough, CA. In planning the school she met with educators, political & business leaders and Nobel Laureates to consider the educational needs of our society. She saw that the central foundation of a school should be not simply giving students knowledge, but giving them the opportunity to develop wisdom.

Karen created Self Science, a program for children learning how to relate to themselves and others, facilitating classes for nearly 3 decades. Karen wrote *Self-Science, the Subject is You*, and a chapter of *Instructional Design Theory and Practice, Volume II* (Reigeluth, 1999) to help others implement the program. Karen has worked extensively with educators from around the country and around the world. She also co-founded 6 Seconds, a non-profit organization that offers resources for learning Self Science.

Honored as Educator of the Year by the California Association of the Gifted, Karen has presented at thousands of symposia & conferences. She has served on a broad range of trustee and advisory boards for social, emotional & mental health.

<http://nuevaschool.org/>
<http://www.6seconds.org/>



ZsokaStudio

Zsoka Barkacs

Zsoka Studio is an animation production studio creating 3D animation, digital visual effects for television, videos, multimedia as well as animated sequences for scientific visualization. Zsoka Studio uses Alias/Wavefront Maya software.

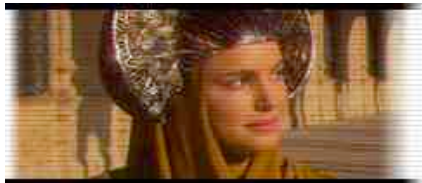


For Learning Friends:
Zsoka Barkacs is Animation Advisor for Pulse Math, and created animation and 3D illustration for Half Moon Bay Farm.

Zsoka Barkacs has worked as a technical director and animator at PDI/DreamWorks and at major Hollywood production houses, such as Robert Abel & Associates, California Video Center (Subsidiary of Lorimar Studios, later of Time-Warner Inc.). Her credits include feature film (Shrek), various broadcast commercials, and television intros.

Early work experience engaged her mechanical engineering skills as a designer and a research scientist in Budapest, Hungary. She also was on the faculty at The Science University of Oran, Algeria, for two years.

<http://www.zsokastudio.com/>



For Learning Friends: Advisor on character creation, agreed to work on projects when available.

Iain McCaig

Iain was principal artist for *Star Wars: Episode One -- the Phantom Menace*, and *Star Wars Two*. Iain designed characters, creatures and costumes under the direction of George Lucas.

Iain's design credits include Francis Ford Coppola's *Pinocchio*, Steven Spielberg's *Hook*, and ILM's first all-digital feature film *Frankenstein*. Iain has also worked on Bram Stoker's *Dracula*, *Interview With a Vampire*, *Terminator II*, *Star Trek VI*, *Dinotopia* and on children's programs from *Sesame Street* to *The Young Indiana Jones Chronicles*. He has directed, designed and created animation for interactive games, and is currently creating a screenplay for a film based on Ursula K. Le Guin's "*Wizard of Earthsea*."



For Learning Friends:
Vice President of Development

Lead Programmer for the Advance
Project, the National Dimming
Initiative

Randall Eike

An experienced consultant specializing in the architecture, design, and management of consumer oriented software applications and web sites. Over the past four years, Randall served as technology expert for senior management as well as development team manager during engagements at Sony, The Learning Company, Genealogy.com, Pocket Express, Merrin Gallery, and others.

Randall developed the high-level design and application interface for The Learning Company's A.D.A.P.T learning assessment engine technology. Before starting his own consulting firm, Eike Consulting, Randall spent five years as an Engineer and Development Manager at Banner Blue Software developing Family Tree Maker, a Windows based software title with over one million copies sold. Randall has a BS in General Engineering from the University of Illinois (U/C) and an MS in Computer Science from Stanford University.



For Learning Friends:
Chief Technology Officer

Lead development of the National
Dimming Initiative and the ARAS
Project for the C.G. Jung Institute.

Jeff Levinsky

An experienced computer scientist specializing in computers in education. As co-director of Stanford University's Institute on Microcomputers in Education, he led efforts to improve significantly the utilization of computers in schools and homes. He has also served as manager and designer of many successful consumer software development efforts for Learning Friends, Mattel, Broderbund, Hewlett-Packard's Computer Research Laboratory, Genealogy.com, and other technology companies. A recent invention of his is an advanced Internet-based recommender system that targets specific products to millions of consumers based upon their needs and preferences, and constructs personalized marketing information to motivate purchases. Mr. Levinsky co-authored two children's books on learning to program, holds patents on intelligent medical instrumentation, and graduated summa cum laude from the University of California at Berkeley in computer science.



For Learning Friends: Gordon advises the company on video production. He created video clips for a prototype reading product and for the National Dimming Initiative project.



Your Window to World-Wide
Film & Video Production

Gordon Brown

Gordon created 6 National Emmy Award-winning shows, including travel time-lapse and adventure films for IMAX, including *Journeys into Amazing Caves*. Gordon shoots the perspective of breathtaking thrill rides, like being a tiny helicopter flying at high speeds through rooms and across landscapes. He has produced shows for the Disney Channel, Discovery Channel, Fox, ABC, CBS, NBC, National Geographic, Discovery, ESPN and the Outdoor Life Network. He won Best of Festival at Prague, Best White Water at Banff Film Festival, 2 Cine Gold Eagle Awards and many other awards.

<http://www.ventanapictures.com>



Scott Kim

Scott is an independent designer of visual puzzles and games for the web, computer games, magazines and toys. His puzzles are in the spirit of Tetris and M.C. Escher — visually stimulating, thought provoking, broadly appealing, and highly original. He has created hundreds of puzzles for magazines, and thousands for computer games. I am especially interesting in daily, weekly and monthly puzzles for the web and portable devices.

Scott has written two books: *Inversions*, and *The NewMedia Puzzle Workout*. He earned a BA in music and a PhD in Computers and Graphic Design from Stanford University.

For Learning Friends:
Mark creates financial projections for
the company and advises on business
strategy and fund raising.



SilverPoint
PARTNERS



Mark Sheppard

Mark Sheppard, a partner with SilverPoint Partners Inc. has experience in planning, operating, and expanding high-growth IT firms. Latterly, he was Venture Capital Advisor, Morningside Ventures (as the investor's board representative at FamilyEducation Network, Inc., he helped set strategic direction, resulting in a cash sale to Pearson, PLC for \$129 M); EVP, Innovative Systems, Inc; and Director, Price Waterhouse, LLC, Pittsburgh, PA. He has an MBA-Information Systems from the University of Chicago.

<http://www.silverpointpartners.com/>