

CASTLE MOOSE PRODUCT INFORMATION

Title:	The Way Life Works
Product Category:	Edutainment
Publisher:	Random House
Developer:	Castle Moose, Inc.
Production Manager:	David G. Shaw
Formats:	MPC and MAC
System Requirements:	
Macintosh:	Macintosh LCII or better, or any Power Macintosh 13" or larger color monitor System 7.0 or later Any Macintosh compatible double-speed CD-ROM drive 8 MB RAM or 4 MB available RAM
PC:	486DX/25Mhz or better processor (486 recommended) SVGA graphics, 256 colors at 640 x 480 Windows 3.1 or later Any MPC compatible double-speed CD-ROM drive MPC compatible sound card Microsoft Mouse or compatible pointing device 8 MB RAM or 4 MB available RAM
Price:	
Distributor price	\$22.00
List price:	\$59.95
Catalog retail price:	\$49.95
RTM Date:	TBD
Ship Date:	TBD
Street Date:	TBD
Sales Goal:	
Educational market	TBD
Commercial market	45,000 in first year

Positioning Statement:

The Way Life Works CD-ROM is the first educational CD-ROM to present the foundations of modern biological science in an accessible way. It teaches adults and students the principles around which all life organizes itself and the processes by which all living organisms use energy, store information, build parts, react to their environment, form communities, reproduce, and evolve.

Using insightful analogies brought to life by illustrations, animations, narrations, talking characters, and hands-on simulations, this CD-ROM allows anyone of any educational background to achieve a college-level understanding of how life works. Learn how a cell builds the parts it needs using basic chemical building blocks and the information coded in its DNA. Discover how plants capture energy from sunlight and use it to make food out of air and water. Explore how groups of cells cooperate to form higher organisms like yourself. And learn the key discoveries and experiments that helped scientists to figure these wonders out.

The Way Life Works CD-ROM is a richly interactive resource for learning and entertainment, filled with activities and resources that let you experiment with the basic principles of life. "Program" a microbe to find food on your computer screen, build a protein to order from a DNA "blueprint" just the way your own cells do it, design your own nest-building termites, become the supervisor of a construction crew of enzymes, and experience four billion years of evolution of life on earth. Indexes and concept links organize all the information to make it easy and rewarding to explore on your own. Or activate the Guides, intelligent characters who will point out unifying principles and related concepts as you go. For students, using the Guides assures that the key principles are learned while still allowing the student to explore freely.

Selling Features:

- Faithfully based on the scholarship, intelligence, creativity, artwork, style, humor, and vision of the acclaimed book *The Way Life Works*.
- Explains the rules of thumb by which all living things grow, develop, reproduce and get along.
- Scientifically accurate and complete treatment of the subject, presenting life as being an intellectually understandable phenomenon while encouraging a sense of wonder and appreciation for its unity, variety and complexity.
- Enhances the ingenious and instructive metaphors used in the book with top-quality sprite animation, sound effects, and narration.
- Additional graphics created by the designer of the book.
- Interactive activities provide a "hands on" environment for the user to learn by doing.

Selling Features (continued):

- Simulations of biological processes and mechanisms give the user the chance to experiment with key principles learned.
- Humorous talking characters help to present information in an entertaining and memorable way. Specific characters are associated with specific main ideas to carry unifying themes across topics.
- An intuitive interface that makes it simple to navigate through the material on the disc and to follow common patterns and ideas across different sections of the work's overall organization.
- Special Guided mode for more thorough exploration of the subject matter, using intelligent Guide characters that monitor the user's progress and appear spontaneously to point out connections between topics, summarize principles across topics, suggest informative digressions, and encourage global understanding.
- For classroom students, using the Guided mode assures that free exploration builds toward mastery of key concepts.
- Roll-over cursors give immediate access to definitions, tools, scale comparisons, relevant unifying principles, and Guide characters from any screen.
- User-definable bookmarks make it easy to return to favorite sites.
- Includes QuickTime interviews with the authors covering a range of subjects related to the material on the disc.
- Some sections include QuickTime recordings of commentary from the researchers responsible for key discoveries in those areas.
- Thematic use of music helps to convey unifying principles across different sections and to enhance the user's understanding of the varying scales of size and time on which life's processes take place.

Additional Qualities for the Publisher:

- The first edutainment product to fulfill the promise of guided interactive learning on CD-ROM.
- Creates the opportunity to develop and market ancillary materials for educators including administration software that ties into the Guide technology.
- Programmed using well-established cross-platform development tools to yield reliable performance on all systems meeting the listed requirements.

Target Market:

Lay persons interested in biology, evolution, and ecology
Parents of school-aged children
Science students, male and female 15+
Readers of the periodicals *Discover*, *Scientific American*, and *Science News*
Viewers of The Discovery Channel and the PBS show "NOVA"
PBS viewers who enjoyed Bronowski's *The Ascent of Man* or Sagan's *Cosmos*
Science teachers
Non-science majors who want a solid background in basic life science
Curious people of all ages who wonder how life came to be
People interested in the evolution versus creationism "controversy"

Marketing Objectives:

To promote the availability of an interactive *The Way Life Works* on CD-ROM.
To present the product as entertaining and fascinating, not just "educational."
To promote the CD-ROM product as the antidote to biological illiteracy.
To convey that this product has the intelligent, purposeful interactivity that CD-ROM buyers have been clamoring for.
To convey that this product explains the facts of evolution which may be missing from a child's school curriculum.
To penetrate educational as well as consumer markets.
To be perceived as a genre-defining product distinct from competitors.
To add appeal with effective packaging and high quality materials.

Why-to-Buy Lines:

- *The Way Life Works* is a painless, provocative way to learn everything you need to know about the way all life grows, develops, reproduces and gets along.
- Animated diagrams, talking characters, and ingenious analogies explain the processes of life in rich detail and colorful style.
- Entertaining simulations let you discover and experiment on your own. Build a protein to order from a DNA blueprint, just the way your own cells do it!
- Covers everything from atoms to evolution with scientific accuracy.
- You can activate intelligent "guide" characters to follow you from topic to topic, pointing out connections and common principles as you go.
- An easy-to-use interface gives you easy access to any topic, lets you call up additional information when you need it, and helps you to follow the main ideas as you explore.
- Includes recorded comments and observations from scientists who actually made key discoveries about how life works.
- Tired of CD-ROMs that just show you pictures of animals? This one will show you the things that all forms of life, everywhere on earth, have in common.
- You don't have to be a scientist to understand the molecules that you (and all other living things) are made of. This CD-ROM will show you how they work.
- Written by the scientist who co-discovered transfer RNA.

Images that Convey the Theme:

A strand of DNA
Cartoon enzymes working on a strand of DNA (pp. 92-93)
A taxonomic tree
An evolutionary explosion of varied creatures (pg. 176)
Cartoon enzymes building proteins
A reptile evolving into a bird
Mother and baby animals
A human brain
A microscope

Competition:

TBD

Notes for competition analysis

“The Way Things Work” - the obvious comparison, successful even though limited.

Mindscape also has a title “How Your Body Works” for grades 5 and up. Other human anatomy titles:

ADAM

The Magic School Bus Explores the Human Body (Microsoft) grades 2-6

BodyWorks 5.0 (SoftKey) human anatomy reference guide

3-D Body Adventure (Knowledge Adventure)

Ultimate Human Body CD (Dorling Kindersley)

And there are many additional titles oriented toward medicine and health, such as the Mayo Clinic series (IVI Publishing)

Several textbook-like or classroom-oriented series of biology CD-ROMs are sold entirely in the educational market including:

Edunetics *Life Science Concepts On-Line Series* for grades 6-9 is a set of ten discs covering *Life Process, The Cell, Single-Celled Organisms and Bacteria, Laws of Genetics* (“Addresses the laws of genetics; heredity; the generic material; and probability”), *Plants, Mammals, Ecology, Ecosystems Biomes and Adaptations* (“Addresses biomes, adaptations, and biotic-abiotic factors”), *The Human Body, and Health*. Evolution is not listed in any of the content descriptions, though perhaps it may be snuck in under “adaptations”?. Screen shots from these discs look like a bunch of old junior high school film strips with text captions, though the content description claims “on-line experiments, interactive simulations, and animated graphics”.

Also available is the Clearvue series of CDs for grades 7-12 including *Genetics, Heredity, Cell Biology 1, Cell Biology 2, Basic Botany, and The Five Kingdoms of Life*. One notable Clearvue title is *Plants and Animals* which is the only CD-ROM in the Edunetics, Clearvue, or Queue series whose content description in the Educational Resources catalog includes the word “evolution.” (But in a rather mealy-mouthed way: the actual words are “Finally, the program covers evolutionary theory, presenting Darwin’s work.”)

Queue publishes science titles for grades 6-12 including *Comprehensive Review in Biology*, *Learning All About Cells and Biology*, *Learning More About Cells*, *The World of Nature*, and *Exploring Genetics and Heredity*. There is no mention of evolution being covered in any of these titles, not even the last two, nor in *Learning All About Animals*, also in this series, which covers classification and taxonomy.

Check out "Cell"ebration (yes, that's the real title, quote marks and all) intro to cells for grades K-3.

Most biology-related consumer titles besides human anatomy are animal books and ecology discs (the latter including Zurk's Rainforest Lab CD, 3 different major ocean titles and many lesser-known ones, Microsoft Explorapedia World of Nature)

The Cartoon History of the Universe (and other Gonick works) show that cartoon images and animation can present advanced material.