

## **Jack and Holly Introduce Pre-schoolers to Machinima**

*New childrens cartoon series, Jack and Holly, uses Moviestorm as a major component in its new animation series.*

September 17, 2010 (FPRC) -- New animation start-up Blockhouse TV is introducing the gaming-art of Machinima to pre-schoolers. It's new DVD animation series 'Jack and Holly's Christmas Countdown' takes this revolutionary film making process and for the first time incorporates this technique into a commercially available DVD feature for pre-schoolers.

“The beauty of using machinima as a pure form of animation is its simplicity and ease of use” said Jez Wright, Development Director at Blockhouse TV, “The problem historically has always been getting a higher enough quality product from the use of this technology to broadcast or replicate on DVD. But we processed and re-processed the output using our unique filters and came up with a look that was both exciting and original.”

Blockhouse TV worked closely with parents, teachers and the Moviestorm (machinima) community to develop its content, and recent screenings with focus groups have shown that the target audience of between 2 to 5 year olds love the product. All voices (inc. Jack & Holly and songs were performed by school children from Norwich who also advised on the vocabulary used.

Jack and Holly's Christmas Countdown, ([www.jackandholly.com](http://www.jackandholly.com)) released 10.10.10 is an 'early awareness' DVD. It teaches children about the 'magic of Christmas'. “Every child loves Christmas, once they fully understand what it's all about” said Julianne Martin who is the series executive producer, “so we set out to produce a DVD that introduces the concept of Christmas so that toddlers and pre-schoolers can fully appreciate what is undoubtedly the most magical time of the year for kids”.

Jack and Holly's Christmas Countdown was devised with education in mind but as Wright pointed out unlike the claims of some of the other 'early learning' products on the market; “it's not necessarily going to make your child a genius, but with careful guidance and interaction from a parent, this DVD series will surely engage inquisitive minds”

### **ABOUT BLOCKHOUSE TV**

Blockhouse TV ([www.blockhousetv.com](http://www.blockhousetv.com)) is a young start-up television production company based in East Anglia, England. It specialises in educative pre-school video and interactive entertainment. Run by husband and wife team, Jez Wright & Julianne Martin who have 15 years television production between them at senior level. Jez is also a fully qualified lecturer who has studied the infant and pre-school media sector for many years. They have two pre-schoolers of their own.

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