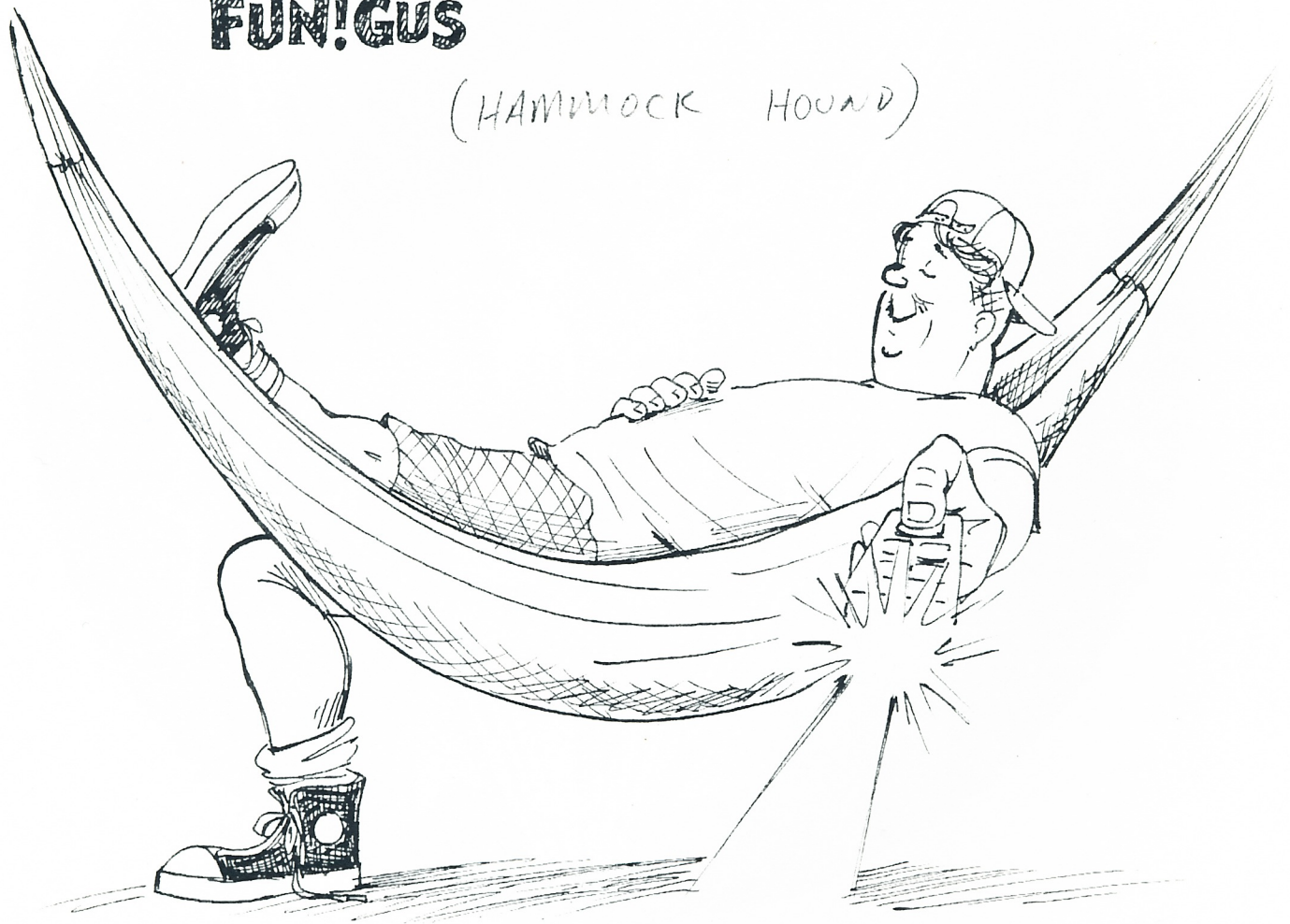




UNCLE

**FUN!GUS**

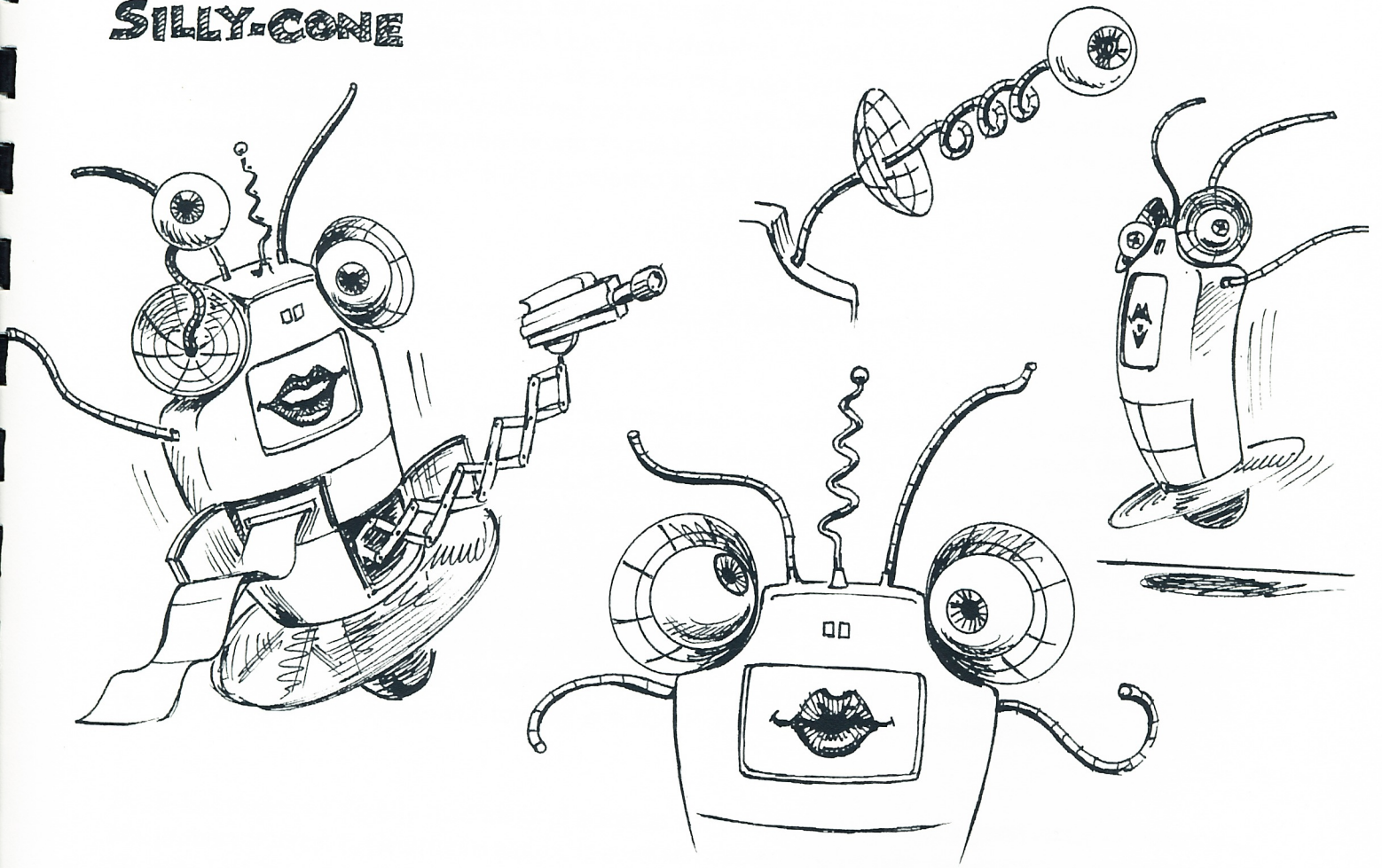
(HAMMOCK HOUND)





DR. E-LECTRODE

MISS  
**SILLY-CONE**



# Mr. FUN! Guy

## INTRODUCTION

Mr. FUN! Guy, Inc. was founded for the purpose of developing and licensing new toys and characters targeted at the practical joke and prank category which the mainstream toy industry tends to ignore. The function of the characters is to promote and "develop" the toys.

The primary toy line now includes a full compliment of products based on PATENTED technology owned and developed by Mr. FUN!, Guy, Inc. (*Action & Trigger Modules*). The secondary toy line is based on many "tried and true" practical jokes and gags found in novelty shops (*K.R.A.P!*). The third line is made up of some traditional and some not-so-traditional scientific kits and experiments (*E-Mazing Science*). Many other products can be added to the existing lines and new lines (software, games, etc.) can be easily developed to fall within the scope of the MF!Guy concept of practical jokes and pranks.

The cast of promotional characters currently stands at four with possibilities for more:

Mr. FUN! Guy himself is both powerful and empowering with his arsenal of tricks and gadgets. His name alone is enough to send shivers of fear through the timid and jolts of excitement through the wild. He is armed and hilarious. Practical jokes and pranks are his thing and he promotes the primary toy line of *Action & Trigger Modules*.

Uncle FUN! Gus is a distant relation of Mr. Fun! Guy. Maybe a bad play on words, but he fits the bill as sort of a moldy hammock hound (couch potato) who happens to be a very talented computer hacker. He is an information sponge and has the fastest hands on the keyboard and remote control. He has a pet rat named Kat. His toy line is *K.R.A.P! (Kids Really Appreciate Pranks!)*

Dr. E-Lectrode is a slightly mad/magical scientist with a high intellect and a great sense of humor. His primary interest is electronics and he is constantly conjuring up new and exciting experiments. His side-kick/lab assistant is Eddy Current. Dr. E's toy line is *E-Mazing Science*.

Everyone's right hand man is actually a woman, an electronic "Tinker-Bell-like" Personal Digital Assistant named Miss Silly-Cone. She is solid state with "out of this world" capabilities. Jointly developed by Uncle Fun! Gus and Dr. E-Lectrode, she has an LCD for a mouth, helicopter blades for legs, built-in cell phone and able to "buzz" the net in the flash-of-a-pixel. Miss Silly-Cone helps the other characters promote their product lines and has no product line of her own.

## Mr. FUN! Guy

### Mr. FUN! Guy's *Action & Trigger Modules* Toy Line

This product line is composed of a group of *Action Modules* and a group of *Trigger Modules*. Any *Action Module* can be activated by or connected to any *Trigger Module*. In addition, multiple *Action Modules* can be connected to a single *Trigger Module*. Connectivity is achieved using standard four wire telephone cable and splitters. Time delay *Trigger Modules* can be used individually to generate a "Time Bomb" *Action* or in conjunction with multiple *Action Modules* to generate a chain reaction sequence of events.

### ***ACTION MODULES:***

Just about any electronic device, motor driven apparatus, spring actuated and solenoid released mechanism can be integrated into an *Action Module*.

#### **Surprise Box**

The Surprise Box *Action Module* has a spring actuated door which pops open by remote control. It works best when loaded with spring snakes and set on a table. Additional uses are the Confetti Surprise (attached to the ceiling) and the Mouse-in-the-House Surprise (laid on its side with a wind up mouse inside which is released when the door opens).

#### **Squirt Gun**

The Squirt Gun *Action Module* is a motorized squirter which can be mounted anywhere (under a table, in a cupboard, etc.) and will shoot at your target. It can be filled with water or disappearing ink.

#### **Catapult**

The Catapult *Action Module* is a spring actuated arm which launches any small object through the air upon being triggered. Ping-Pong balls work great!

#### **Drive-U-Nuts Hide-A-Box**

The Drive-U-Nuts Hide-A-Box *Action Module* is an electronic sound effects device with four medleys of four wacky noises. The *Annoyance Medley* features the Water Drip, Phony Phone Ring, Cricket, and Ticking Clock sounds. The *Late Night Fright Medley* has the Haunting Footsteps, Mysterious Knocking, Creaks & Squeaks and the "Help Me" sounds. The *Alarms Medley* blasts a Bell, Siren, Horn or Buzzer. The *Gross Me Out Medley* includes the Burp, Gurgle, Cough, and the Whoopee sounds. These all work great with the *Time Delay Trigger Module* left under a friend's bed set to go off in the middle of the night!

### **Loony Balloony**

The Loony Balloony *Action Module* holds an air filled balloon until it receives a signal from a *Trigger* at which time the balloon flies chaotically around the room making funny noises.

### **Can-Can**

The Can-Can *Action Module* is a cam and motor unit designed to snap on and actuate a variety of aerosol cans. When used in conjunction with the *Whoopee Sound Action* and a can of *Odor Spray*, it makes for a great gag!

### **Flashing Light**

The Flashing Light *Action Module* has a bright light inside a transparent red plastic dome with a motor driven rotating reflector. Combine with one of the *Siren Medley Actions* and have a blast!

### **Smoke Generator**

The Smoke Generator *Action Module* produces smoke employing the same technology used in toy trains.

### **Strobe**

The Strobe *Action Module* uses the same components found in a throw-a-way camera to generate a blinding flash.

### **Bubble Blower**

The Bubble Blower *Action Module* is a motorized unit which blows tons of bubbles when it gets the message from one of the *Triggers*.

### **Launcher**

The Launcher *Action Module* is a spring powered device with a solenoid release. Load it with "soft" rockets and sit back and watch the fun!

### **Image Projector**

The Image Projector *Action Module* combines a light, optics and interchangeable "slides" to project a variety of monsters and demons on the wall or ceiling.

## ***TRIGGER MODULES:***

Almost any electronic engineering sensor or detector can be used for a *Trigger Module*; photoelectric, pressure, infrared, ultrasonic, etc.

### **Push Button**

The Push Button *Trigger Module* is a simple push button at the end of a wire. This *Trigger* allows the *Action* to be controlled remotely within the distance of the wire. The advantage of this device is its simplicity and low cost.

### **Light**

The *Light Trigger Module* uses a photocell and starts an *Action* when exposed to light. It works great in lockers, purses, cupboards, drawers, etc. for a booby trap or alarm type prank.

### **Ultrasonic**

The *Ultrasonic Trigger Module* has a separate air whistle (silent) that activates the Trigger. This allows the *Action* to be controlled remotely from another part of the room and in some cases from a different room without wires.

### **Infrared**

The *Infrared Trigger Module* can be activated with any IR remote control (TV, VCR, stereo, etc.) as well as its own "mini" IR transmitter. This allows both active and passive type pranks to be performed.

### **Timer**

The *Timer Trigger Module* allows a settable length of time to elapse before the *Action* begins. This is very handy for setting up a chain reaction cascading of *Actions* or just creating a "Time Bomb".

### **Sound**

The *Sound Trigger Module* contains a microphone with adjustable sensitivity to enable various types of jokes to be played.

### **Trip Wire**

The *Trip Wire Trigger Module* utilizes an infrared light beam and receiver with a separate reflecting surface. As the victim walks through the beam, they trip the circuit and start the *Action*.

### **Pressure**

The *Pressure Trigger Module* employs a thin pressure transducer in a package that can be placed under a seat cushion or door mat. Sitting or standing on it will start the fun.



# MR. FUN GUY



**SQUIRT GUN ACTION MODULE**  
MR. FUN GUY "TOO FUN"

**LIGHT DETECTOR TRIGGER**  
Connected to a Squirt Action in Kitchen Cabinet - Mom opens Door - Gets Wet!



**SURPRISE BOX ACTION SET**

**PROXIMITY TRIGGER**  
Connects to Action set on Table - Releasing Snakes.



**MR. FUN GUY CATAPULT ACTION MODULE**

**INFRARED TRIGGER**  
connects to Catapult Action (with Ping Pong Balls in it) Dad turns on TV - Balls Fly!



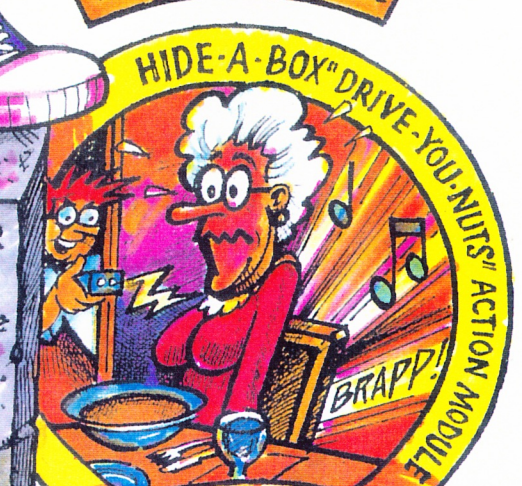
**BALLOON-LAUNCHING ACTION**

**SOUND-ACTIVATED TRIGGER**  
Connects to a bunch of balloons which fly around the room making a heck of a lot of noise



**MR. FUN GUY "DRIVE-YOU-NUTS" HIDE-A-BOX' ACTION MODULE**  
**CRICK-ET CRICK-ET**

**TIME DELAY TRIGGER**  
connects to Sound Action (Cricket Sound) under Bed in middle of the Night



**MR. FUN GUY "DRIVE-YOU-NUTS" ACTION MODULE**  
**BRAPP!**

**ULTRASOUND TRIGGER**  
Connects to Sound Action Set to Whoopie Cushion under Chair at a bad time

**ACTION & TRIGGER MODULES**  
The MR. FUN GUY Line consists of Action and Trigger Modules that can be connected in a singular or multiple fashion. Time-delayed combinations can generate "Time-Bomb" or "Chain-Reaction" sequences.

# Mr. FUN! Guy

Uncle FUN! Gus's

*K.R.A.P! (Kids Really Appreciate Pranks!)*

Toy Line

This product line consists of updated versions of many of the old standard pranks and gags found in novelty shops as well as some new ones:

Joke Cigar  
Odor Spray  
Snapping Gum  
Money Snatcher  
Squirt Flower  
Confetti  
Popping Bags  
Cap Exploder  
Snake Eggs  
Smoking Golf Ball  
Black Soap  
Nut Can (spring snakes)  
Joke Book  
Squirt Lighter  
Wiper Glasses  
Fake Bullet Holes  
Trick Ink  
Exhaust Whistle  
Smoke Trick  
Doggy Doo Doo  
Crooked Dice  
Cut Finger  
Spilled Nail Polish  
Broken Egg  
Squirt Seat  
Phony Cigarette Burn  
Nail in Thumb  
Book of Tricks  
Foaming Sugar  
Fake Mouse  
Hand Buzzer  
Whoopee Cushion  
X-ray Glasses  
Disappearing Ink  
Bag-O-Bugs  
Squirt Watch  
Fake Vomit  
Dribble Glass  
Fake Tattoo  
Rubber Chicken  
Fake Dynamite  
Lopsided 8 Ball  
Shocking Lighter



**DANGER**  
EXPLOSIVE GAS  
IN REAR



**NO DUMPING ALLOWED**  
Go Dump  
on Someone  
Else



Refrigerator

THUMB TACKS

This is your brain  
on drugs

...with BACON!

I SUFFER FROM  
CRS  
COULD  
RECOMMEND  
SHIT!

**TRUST ME**  
I'M A LAWYER

LIVE LONG  
AND  
PROSPER

**LICENSE TO BULLSHIT**

**NO FARTING**

**NO NOSE PICKING**

**JOE'S BAR**  
WE ALWAYS OPEN

I'D RATHER BE  
A SMART ASS  
THAN A DUMB  
SHIT!

**GOTO SLEEP, YA**

**KNUCKLEHE**

**BEER**  
IS NOT JUST FOR  
BREAKFAST ANYMORE

**BETTY**

**BOOP**

**POOT!**

**OLD FART**

**OUTRAGEDUSLY FUNNY GOLF**

**Hollywood BLOOPERS**

**Baseball FUNNY SIDE UP!**

**BIRDIES and BLOOPERS**

**GO AWAY**



**RUBBER TREE PLANT**

**F.A.R.T. GUARD**

**Cartoons for the John**

**The World's Best Dirty Jokes**

**WORLD'S BEST CARD TRICKS**

**THE OFFICIAL HANDBOOK OF PRACTICAL JOES**

**JOES MY MOTHER NEVER TOLD ME**

**Keep to the Shitmobile**

**Anti-Bullshit TABLETS**



**pardon me but you're about to make me someone who's a shit!**

**Horses Ass Award**

**THE WORLD'S BEST SALESMA JOKES**

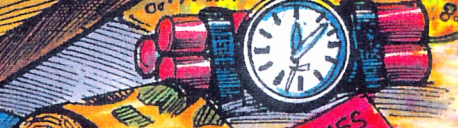
**THE WORLD'S BEST FISHING JOKES**

**THE WORLD'S BEST GOLF JOKES**

**FART THE GAME**

**FART THE GAME**

**FART THE GAME**



**GAMES YOU PLAY BED**



**THE WORLD'S BEST JOKES**

**Doggie Doo Deo**



# Mr. FUN! Guy

Dr. E-Lectrode's  
*E-Mazing Science*  
Toy Line

This product line is made up of some traditional and some not-so-traditional kits, demonstrations and experiments in several general scientific areas:

## *ELECTRONICS:*

Voice Activated Switch Kit  
Touch Switch Kit  
Timer Kit  
Lie Detector Kit  
Oscillator Building Blocks Kit  
Tone Encoder/Decoder Kit

## *CHEMISTRY:*

Crystal Formation Kit  
Magic Rocks Kit  
Volcano Kit  
Acid Base Indicators Lab  
Exothermic Reactions Lab  
Colloids, Polymers and Solvents Lab

## *ELECTRO-MAGNETIC:*

Motor Kit  
Magnetism Kit  
Tiny Compasses  
Iron Filings  
Floating Magnet Demonstration

## *LIGHT AND OPTICS:*

Prisms  
Optical Illusions  
Lenses  
Magnifying Glass

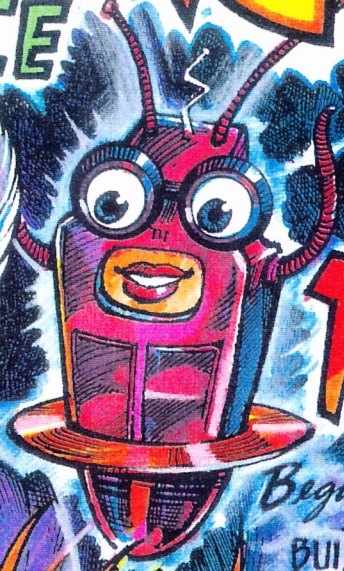
## *PHYSICS:*

Gyroscope  
Tornado (vortex in a bottle)  
Space Pets (spin top with self reversing)  
Squidy (demonstrates the properties of air and the concept of buoyancy)  
Happy/Unhappy Balls (identical spheres with different properties)

# "E-MAZING" SCIENCE

## DR. E'S ELECTRONIC SCIENCE KIT

CONTAINING  
 AUDIO EQUIPMENT  
 MEASUREMENT  
 LIGHT-TELEPHONE  
 AMPLIFIER  
 RADIO & MORE!



## MS. SILLY-CONE ROBOT KIT

*Beginner/Expert*  
 BUILD YOUR OWN  
 MOTORIZED-VOICE  
 INFRARED-CONTROL  
 PROGRAMMABLE  
 SOUND/TOUCH  
 VEHICLES

## E-DUCATIONAL SCIENCE & DEMONSTRATION KIT

PHYSICS-MECHANICS  
 GEOLOGY-ELECTRICITY  
 PULLEYS-GRAVITY  
 HEAT WAVE-FRICTION

## E-ENERGY

ENGINES  
 VEHICLES-KITS  
 STEAM POWER  
 GENERATORS  
 SMALL MOTORS

## E-LECTRO-MAGNETIC

MAGNETS-SUPERCONDUCTING

## SOLAR/E-ARTH

SOLAR PANELS  
 BATTERY CHARGERS  
 SOLAR CELLS  
 FOSSILS-ROCKS  
 MINERALS  
 CRYSTAL GROWING

*E-lect! Send for Our*



## E-NGINEERING

SWITCH KITS CONSTRUCTION

## E-FX-OPTICS

DISCOVERY  
 PACKAGES  
 CHEMISTRY  
 PRISMS &  
 ILLUSIONS  
 GLASSES-LITES

*Free Catalogue!*

The company means to be forward-looking in every respect, from the fantastic toys Spielberg plans to create (“I want them to drive parents crazy”) to the method of getting its movies to the public. “DreamWorks has the opportunity to create a whole new distribution system that may be a vast improvement over the old one,” says George Lucas, who might be persuaded to allow the new company to distribute his next *Star Wars* adventure, due out in 1998. “But it’s still a high-risk game. If you want to head off in this new

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TIME, MARCH 27, 1995