

# Soft i n d u s t r y

“Storytelling information!”



**Promotional departments presentation**

# Soft industry



production



app



game



culture



education



publishing



Few devices have been referred as iconic, as representing an industry, as defining its time... Such devices even had a fashionable touch, the power to appeal to all generations... A smart object for some, a great tool for others, and today an icon ("save" : ) in every computer worldwide. Floppy the floppy disk is all that!..., and more.

Soft Industry introduces the floppy disk back in our life as a cool spoke person to communicate amazing information on key industries for social planetary solutions. Floppy and his diskettes buddies organize the promotion of various knowledge and technologies via 6 complementary mediums storytelling information for Earthlings to learn while having fun!



**“I am back!”**

“... and here are my buddies!!!”



Name: **Flame**  
Behavior: Hyperactive & Extraverted  
Music: Rock 'n' Roll  
Industry: Energy  
Promotional dept.: Production



Name: **Far-out**  
Behavior: Dreamer & Entrepreneur  
Music: Jazz  
Industry: Aerospace  
Promotional dept.: Culture



Name: **Focus**  
Behavior: Calm & Introverted  
Music: Classical  
Industry: Transport  
Promotional dept.: App.



Name: **Fame**  
Behavior: Theatrical & Organized  
Music: Musical  
Industry: Leisure  
Promotional dept.: Education



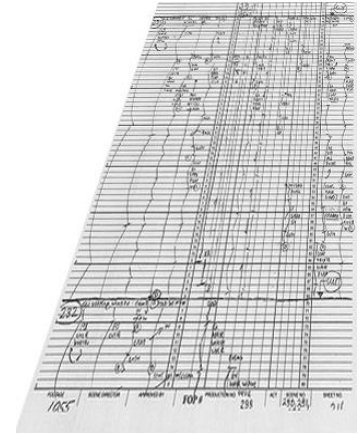
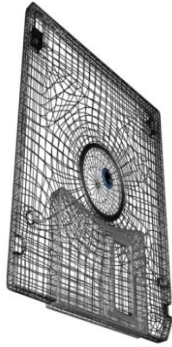
Name: **Funky**  
Behavior: Creative & Socializing  
Music: Funk  
Industry: Media  
Promotional dept.: Game



Name: **Fancy**  
Behavior: Meticulous & Artistic  
Music: Chanson  
Industry: Engineering  
Promotional dept.: Publishing



Soft Industry Production dept. focuses on producing animated and live action ads, TV series and a feature film based on the tale "Floppy, the IT storyteller"



Floppysoft Production is tailored in the Hollywood traditional style, inspired by the pillars of Disney Studios, as well as the teachers of the great years of the animation dpt. of California Institute of the Arts. Floppysoft Production carries on the joyful mission of those gifted people by communicating their spirit and lessons in the art of telling, designing and animating stories.



Dedicated to great teachers, mentors and friends.







Soft Industry App dept. invites to use (yet again for some...) the floppy disk as a way to store and share information. Based on the tale "Floppy the IT storyteller", this app consists of a virtual floppy disk that can be customized by yourself in order to embody you virtually, show your mood of the moment, be your little digital avatar!...

Once customized, the app offers you to upload in the icloud an unlimited amount of data by category (text, image, sound, and video) directly within the Floppysoft community, or as an attachment through email, Facebook, Twitter, or any other accounts.

Floppysoft App is creative experience associated with the coolest icon of the early IT era, and now combined with the efficiency of the latest technologies in the storage, sharing and mailing IT businesses.



***"Hipper than ever!"***

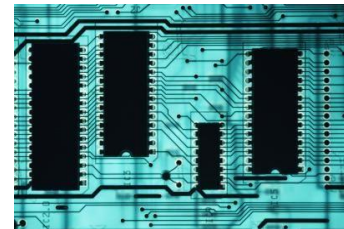
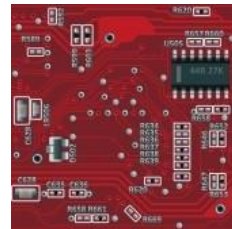
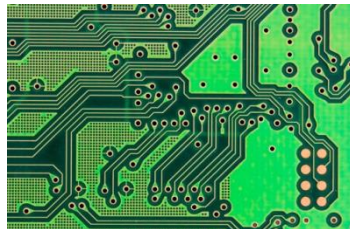
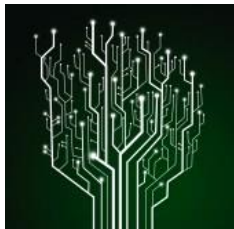
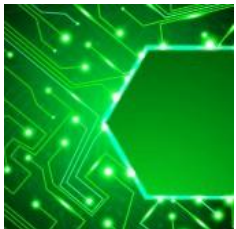
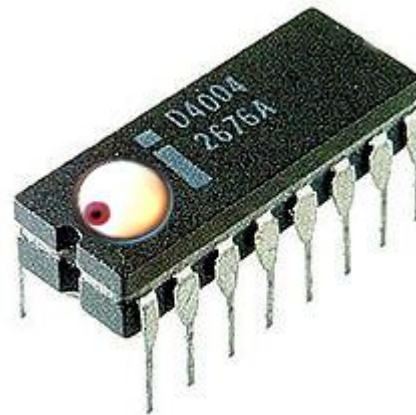


Soft Industry Game dept. product called "FloppyQuest", derives from the tale of "Floppy, the IT storyteller". In his quest for stories, Floppy is challenged by different kind of obstacles/enemies. Real ones (humans, cats, dogs, alarm systems) in the house, and virtual ones (access code guard, anti virus system, viruses, hackers) in the computer.

FloppyQuest provides 3 environments (house, circuit board, virtual worlds), represented either on 2D maps or simple 3D modeling for mobile phone and tablets with simple visual representing Floppy, his MRS Memory Recharging Station (resistors) and his obstacles/enemies, or in 3D CG images for tablets and computers with more complex visuals for Floppy, MRS and obstacles/enemies.



VS












Soft Industry Culture dept. a social networking platform which collects, files and protects industrial, institutional and individual memories/stories as a cultural and sometime emotional world heritage for future generations to share, and to learn from...



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Shoot  Share  

*Saving procedure*

Name or title

Location

Date


Category

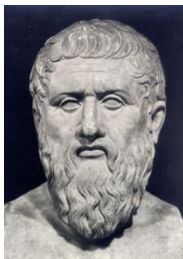
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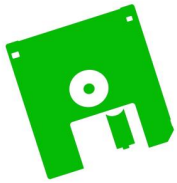
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industry







Soft Industry Education dept. seeks children age 4 to 14 to be part of society to engage early in life either through a dynamic/interactive teaching environment or/and by developing projects that can effect their social environment. From that point, children realize their personal abilities/talents, their purpose in life, and can contribute earlier to better the future of our societies.

Soft Industry Education dept. invites students to learn History & Geography, Maths & Physics, Natural Sciences, Technologies, Cultures & Languages, and the Arts, via its "Storytelling Teaching Program".



History & Geography



Maths & Physics



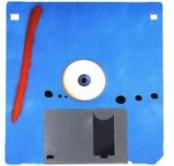
Natural Sciences



Technologies



Cultures & Languages



Arts



Dedicated to children  
from the 5 continents  
and beyond... : )

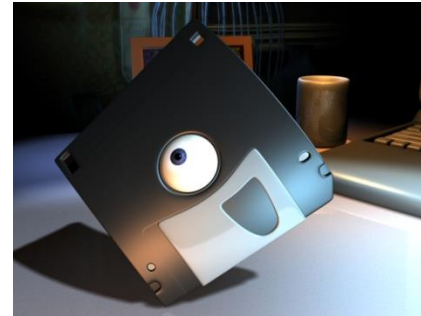


Soft Industry Education dept. makes children think about what they would like to do, physically, what do they want to engage in intellectually. This physical/intellectual awareness is the moment for a child to find out about the "other system", the system that puts her/his potential in full use, in sync with the world...Here Soft Industry Education dept. acts as a revelator, not an educator, by suggesting, asking, challenging and guiding.



Soft Industry Publishing dept. is developed from the tale "Floppy the IT storyteller" about the adventure of an old floppy disk who gets a second life downloading stories for sleepless toys... Accidentally, Floppy is uploaded with very special true stories, and share them on the web... Government agencies, large corporations and secret societies now chase Floppy to prevent him from uploading the compromising data...

## FLOPPY the IT storyteller



"Once upon a time, toys looking for something to do before bedtime, found an old first generation desktop computer, and in its A drive a strange object which wonders how long "he" as been put to sleep... He remembers being a star, the most beloved device of his time: he is a floppy disk!...

As no one (among the toys) seems to remember him, he accepts that his life as a device is over . In fact any IT device dies if not fulfilling its original purpose... and what chance Floppy has in this new IT age to do what keeps him alive: storing data! As the toys are busy looking for something else, Floppy hears them talking about how bored they are, and can't go to sleep... They know all the books of their bedroom and wish for new books to be found, new stories to be told...

Floppy has been surfing the early days of internet and knows how to search information... where to get the stories!... and to stay alive uploading and downloading data, stories!!! The toys and Floppy are celebrating their "synergy", but it is not all that simple... The only remaining computer with an A drive and connected to the internet is in Dad's office well guarded by alarm systems, the dog and the cat (from the outside) and access code, anti virus system and viruses (from the inside)!!!

With each night bringing a request from the toys, Floppy goes on a story quest and defies both real and virtual enemies with his special ability to customize himself, to disguise in order to blend in his real and virtual environments...

One night is going to change this happy and challenging game... Floppy's owner rushes in his office, spots Floppy on the floor (!...), uses Floppy one more time, stuck it back in his old Mac A drive, and rushed outside before special forces broke in and swept each room... Soon Floppy realizes that he is has what everyone is looking for!... His owner has uploaded in him a precious data that is going to revolutionize the IT industry and human societies. Hidden in an old computer A drive, Floppy awaits for his chance to escape, and change the world...

Only not everyone, not major corporations, not world leaders seem to have this noble interest... Floppy and the program he carries are to fight those negative individuals and entities. The chasing story game is over. This no game. This chase to the death is real!

# Soft

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[www.softindustry.com](http://www.softindustry.com)