



National-level Animation Company  
National-level High-tech Company

[msj@66uu.cn](mailto:msj@66uu.cn)

[www.66uu.cn](http://www.66uu.cn)

Hangzhou A.U Cultural Creativity Co., Ltd.  
Building 38, Venice Water Town,  
2555 Fengqing Avenue, Xiaoshan District  
Hangzhou, Zhejiang, China



Supply children with positive  
energies for their growth



Hangzhou A.U Cultural Creativity Co., Ltd.

Feb. 2017



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## Company Profile

Hangzhou A.U Cultural Creativity Co., Ltd. , a national-level animation company as well as a national-level high-tech company, is top in China for the development of cartoon and educational products facing children 3 to 12 years old.

### ◇ Cartoons for children:

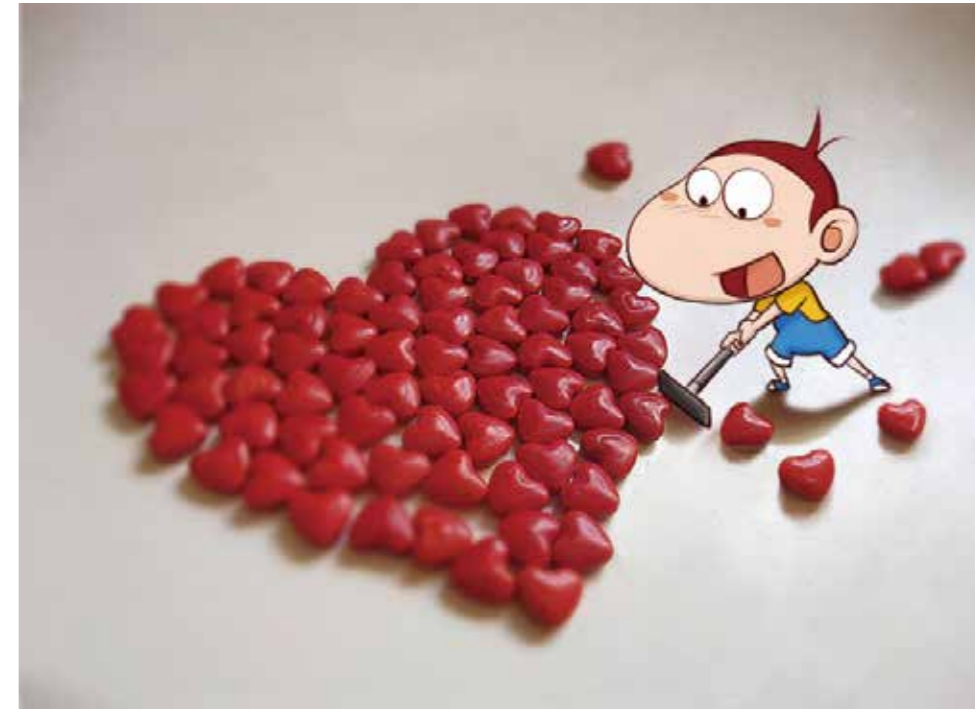
Over 500 episodes of AU, the company's original animation, have been broadcasted, and more than 10 derivative book series published.

### ◇ Education for Children:

1. Introduce from Hungary the Kodaly music education method, one of the three world-famous music education systems, to enlighten children of 3 to 6 years old on music;
2. Cooperate with national authoritative organizations such as China Association for Science and Technology and Kindergartens of Chinese Academy of Science to launch animations (AU in Science), curriculums and homework packages for 3 to 6 years old children;
3. Invite Fthenakis who's the former Director of Germany National Preschool Educational Research Institute to help set up AU-Fthenakis International Kindergartens.

### ◇ Smart Products for Children:

1. Independently develop and market AU Learning Pad which is an AR product;
2. Independently develop and market AU Robot which is a VR product.



## AU's Philosophy:

Supply children with positive energies for their growth

The Chinese Characters with the same pronunciation of U have the following meanings: **friend, excellent, interesting & Humorous.**

AU is loved by children and trusted by parents for:

No Violence

No Vulgarness

Positive Energies

# 1. Children's Cartoon: taking the lead in China

## No.1 in China

The viewership ratings of CCTV (China Central Television) Kids' Channel ranks No.1 nationwide

## 150 million people, 63.3%

Number of audience, the percentage of brand awareness among children in China

## 5 million views/day

The animation racked up 2.196 billion clicks online over the past 2 years.

## Awards

15 national-level awards and over 40 city-level and provincial awards obtained over the past 3 years

## 200+

Broadcasted repeatedly by over 200 mainstream TV stations in China



## 2. Education for Children a. Kodaly Music Classroom

On Nov. 29, 2016, A.U contracted with Alex Szilasi, who's a Hungarian piano master and the President of Hungarian Musical Museum, to introduce the Kodaly Music Method and prepare for the setup of the Kodaly Music Classroom.

## b. The animation AU in Science

Coproduced with China Association for Science and Technology as part of the Science Communication China project;  
32 episodes broadcasted, over 120 are under production

1.5 million views/day

Over 88.3 million clicks for less than 2 months since it went online on 5 famous websites (iqiyi.com, sohu.com, le.com, youku.com and tencent.com)

Recommended by Science & Technology Department of Zhejiang Province and applying for 2017 National Science & Technology Award

Obtained 2016 China Science Writers' Association Silver Award, approved by the National Office for Science and Technology Awards

## c. AU-Fthenakis International Kindergartens

**Key idea:** principle of cooperation and establishment

**Key forms:** bilingual education

non-graded (age-mixed) education



### 3. Smart Products for Children

#### a. A.U Learning Pad

##### Awards:

- Top 50 hardware by Intel China in 2016
- Top 10 of 2015-2016 Chinese Smart Robots for Families
- Top 25 by 2016 World Robot Convention (AI Era)



#### b. A.U Robot



Vice President, Intel  
(2nd from right)

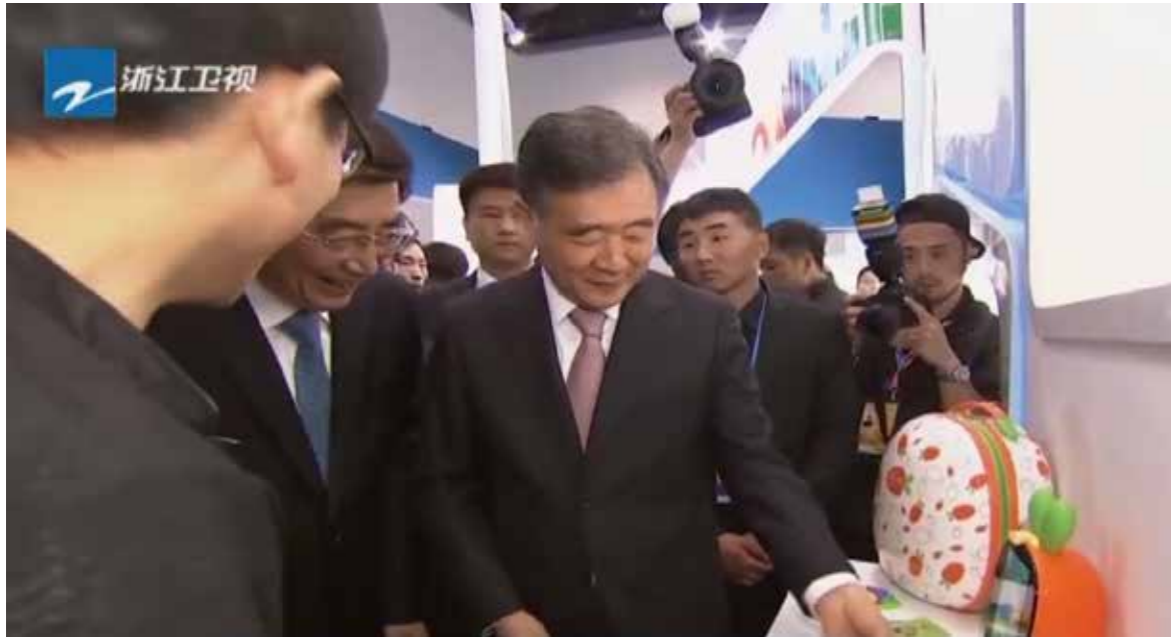


Feng Yan (1st from right), Professor  
of HKUST and academician of The  
International Voice Academy

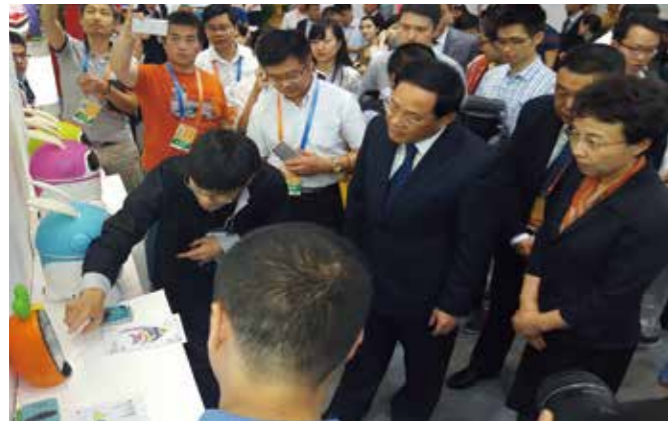


## Visits by Government Leaders

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● Ma Shujiang, founder of AU, reporting to Chinese Vice Premier Wang Yang



● Ma Shujian reporting to Li Qiang, Ex-Governor of Zhejiang Province



● Zhao Yide, Sectary of CPC Committee of Hangzhou City

## A Team of Experts

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**Fthenakis:** one of the most famous educators in Germany, the chief educational consultant for German Government, PhDs in Pedagogy, Psychology and Anthropology, former Director of Germany National Preschool Educational Research Institute, former Chairman of Preschool Education Committee of Germany Educational Society

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**Zhang Hong:** Chief Editor of Nursery Education Magazine

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**Guo Liping:** professor and tutor of doctorate candidate of Preschool Education Department of East China Normal University (ECNU), and the main developer and maker for Guidelines of Study & Development for 3 to 6 Years Old by the State Ministry of Education

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**Cao Zhongping:** professor of Preschool Education Department of Hunan Normal University, and Deputy Director of Games and Toys Committee of China Pre-School Educational Research Association

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**Peng Xiaoyuan:** Special-Grade Teacher of Zhejiang Province, specialized in pre-school mathematics education, kindergarten's curriculum development and activity design

## Corporate Social Responsibilities

AU is the Spokesman of City Civility for  
Hangzhou Ethics Promotion Office and G20 Summit 2016



Treat guests with good manners  
Promoted by Hangzhou Ethics Promotion Office

## Public Service

Over 20 public benefit activities held every year, together with  
Zhejiang Jinlin Public Welfare Foundation, Voice of Westlake Radio,  
Hangzhou Daily Newspaper and Zhejiang Library for Children, etc.



Travelling library supported by KCF(a foundation from Finland)