



SYNOPSIS Robotech is an 85-episode science fiction, anime adaptation produced by Harmony Gold USA first released in the U.S. in 1985. It was adapted from three different original Japanese television series. In the series, Robotechnology refers to the scientific advances discovered in an alien starship that crashed on a South Pacific island. With this technology, Earth developed robotic technologies, such as transformable mecha to fight three successive extraterrestrial invasions. A landmark in the history of Anime, A&E Home Entertainment is proud to bring ROBOTECH back into fans' homes.

ROBOTECH: THE COMPLETE ORIGINAL SERIES

All 85 episodes of the Anime classic in a collector's set with new bonus material

- ROBOTECH was one of the first Anime imports, ushering in a multi-billion dollar industry and preceding such blockbuster franchises as *Pokemon*, *Dragon Ball-Z* and *Avatar: the Last Airbender*.
- The cornerstone of a blockbuster franchise that has spawned dozens of movies, books, toys, video games, and comic books.
- Great value: 85 episodes on 16 discs, 20% less than the previous complete collection.
- Over 10 hours of bonus material including a brand-new documentary on creator Carl Macek.
- ROBOTECH was recently voted as one of IGN.com's "Top 50 Sci-Fi series of all time."
- With the theatrical release of the third live action TRANSFORMERS film this summer, interest in "Mecha" will be at an all time high.
- Major marketing campaign: 50 million estimated impressions
 - National TV campaign
 - San Diego Comic Con panel and other convention promotion throughout the year
 - Paid digital media campaign using Facebook, keyword and placement targeting
 - Social media outreach to the Robotech fan community via blogs and other related websites
 - Partner marketing with publishers of ROBOTECH figurines, books, comic books and other merchandise