



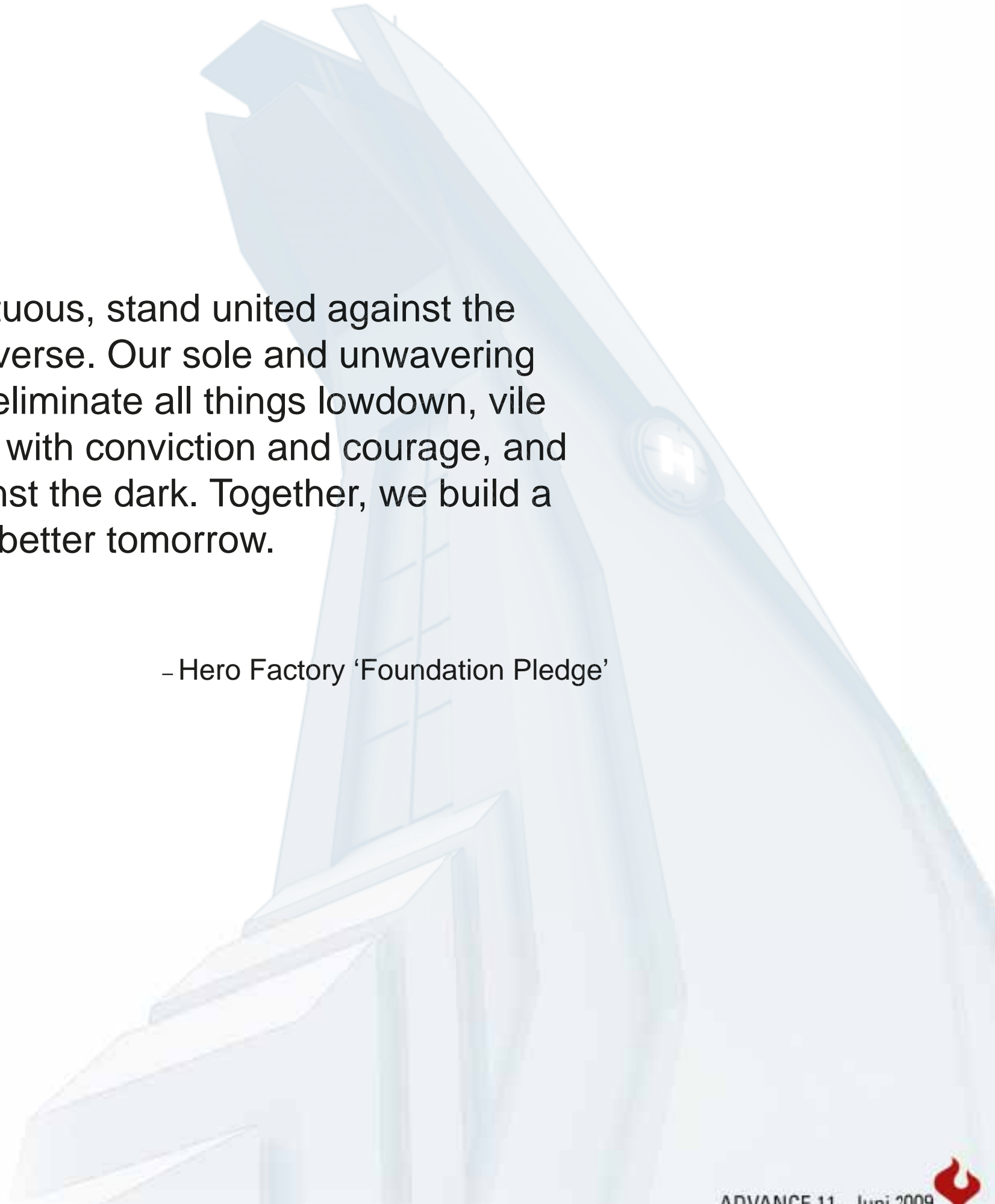
Hero Factory Concept Bible

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CONFIDENTIAL





We, the good, bold and virtuous, stand united against the malignant forces in the universe. Our sole and unwavering resolution: to root out and eliminate all things lowdown, vile and villainous. We go forth with conviction and courage, and strive wholeheartedly against the dark. Together, we build a safer universe. We build a better tomorrow.

We build heroes.

- Hero Factory 'Foundation Pledge'

Introduction

- Welcome to the world of Hero Factory
- Real-time IP
- Hero Factory genre and tone of voice



The world of Hero Factory



Welcome to the world of Hero Factory.

The Hero Factory designs, builds and dispatches robot heroes to fight villains, solve crises and restore peace across the universe – 24 hours a day, seven days a week, 365 days a year.

The factory is situated in the amazing Makuhero City, a modern, sprawling metropolis with a rich multitude of boroughs, and home to millions of sentient robots.

Real-time IP and tone of voice



Real-time IP refers to both the type of story we tell and the ways in which it is proliferated among the audience. Though set in a parallel universe, Hero Factory and the surrounding Makuhero City reflect the many nuances of life in our world. Hero Factory is also communicated to the audience through a variety of different media channels that not only intersect but interact. Story defined in one media may be supplemented or continued in another and, crucially, the audience can participate in and directly affect the ongoing narrative throughout the different media channels.



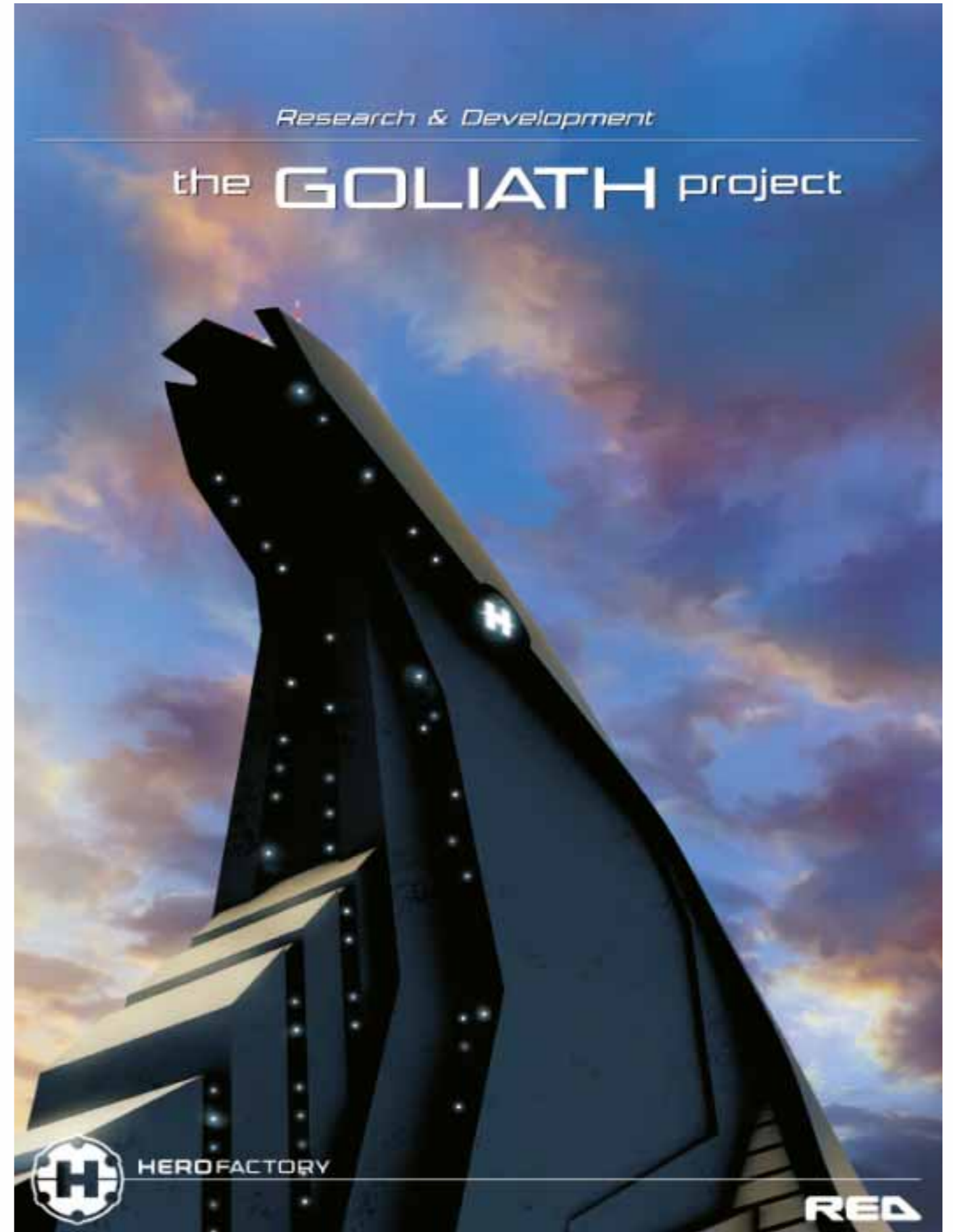
Real-time IP and tone of voice



The ability of the audience to affect and drive the story as it happens also contributes to the real-time nature of this IP.

In keeping with the Real-time IP, Hero Factory – from product promotion through to story and character dialogue – is communicated to the audience with a contemporary, cool and witty tone of voice. Unlike Bionicle, which was steeped in an old world mythology and had a fantastical personality, Hero Factory remains fresh and up-to-date and always accessible.

The Hero Factory genre and tone of voice



The setting

- The asteroid (the location of the Hero Factory)
- Makuhero City
- Central Business District
- Different boroughs
- The life of Makuheran robots
- The Hero Factory
- Hero Factory architecture
- The fin-shaped factory



The Makuhero Belt



The Hero Factory is situated on a small planet in a distant nebula known as the Makuhero Belt.

The belt is comprised of dense clusters of planetoids which are the ideal safe haven for the Hero Factory. Navigating a vessel through the clusters without minute knowledge of the treacherous are is suicide, and only the most foolhardy of villains would ever dare to venture this close to the Hero Factory.



Makuhero City

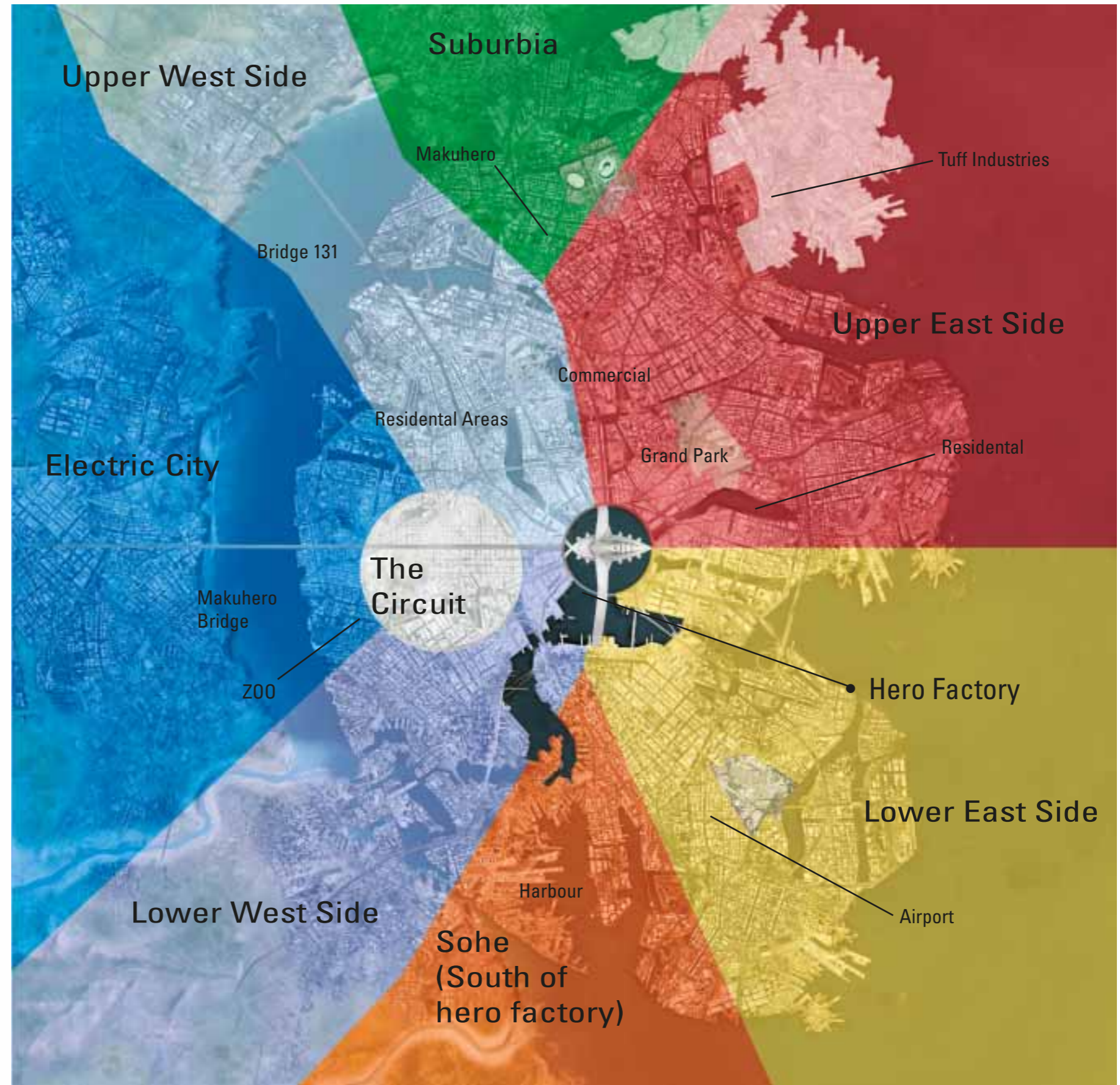


Back in the day, the Hero Factory comprised only a few hundred robots, but over the years these multiplied into millions, settling the planet and forming villages, towns and eventually full-blown cities. The largest of these, Makuhero City, has grown up around the Hero Factory and is by far the most influential city on the planet.

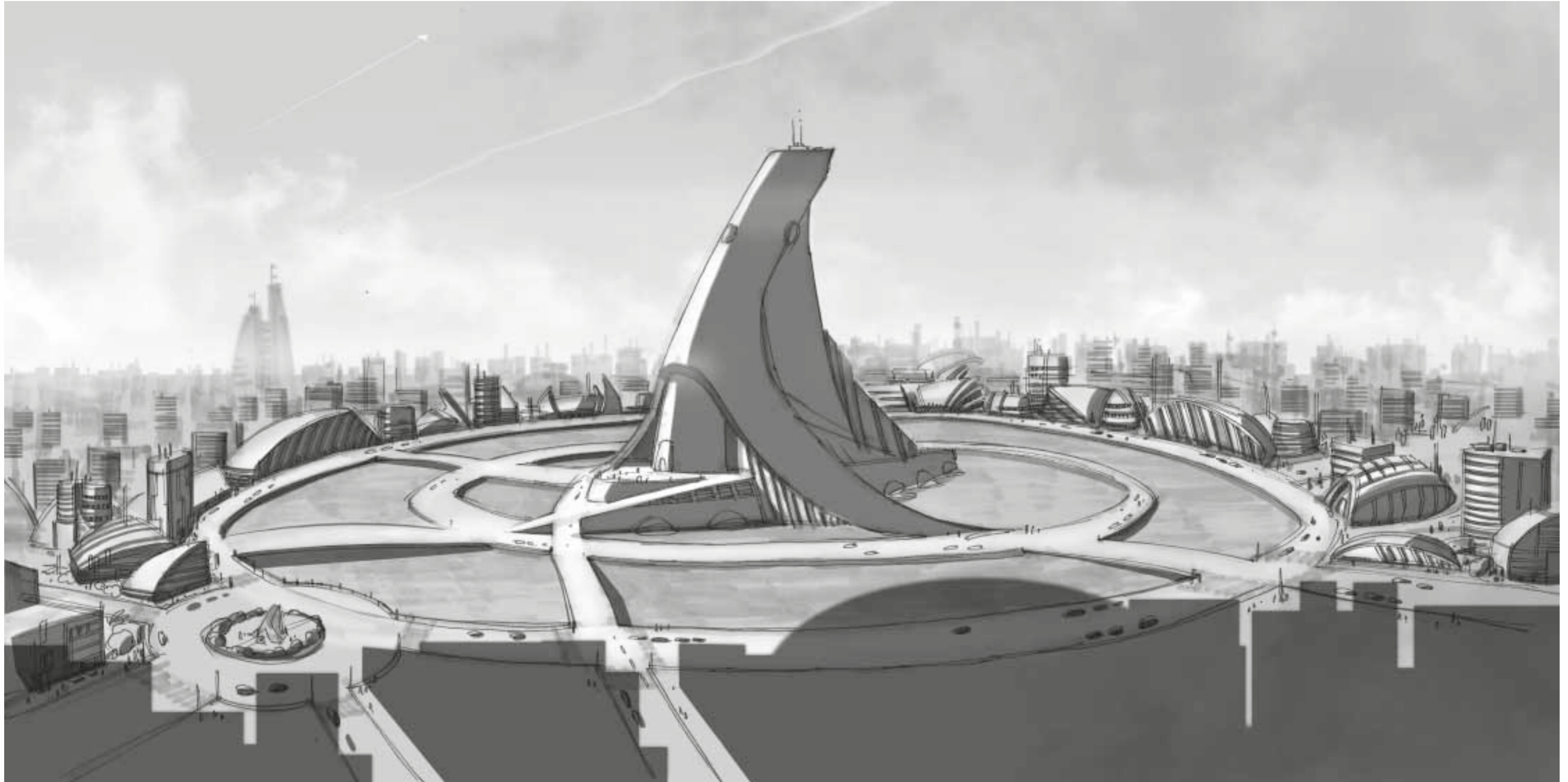
Different boroughs

From an infrastructural point of view, Makuhero City is built within a grid structure with North-South Avenues and East-West Streets dividing the urban area into blocks filled with skyscrapers and pulsating with life.

Neon lights twinkle though the smog, taxi cabs honk their horns, and sky-trams rumble between boroughs, transporting busy robots to and from work. The city is always on the move, noisy and blinking, smelling of asphalt and oil mixed with trash and rain. Billboards and screens promise fantastic new products, and in the centre, the magnificent fin of the Hero Factory rises up out of the sprawl; a beacon of hope visible from all areas of the city.



Central Business District



In the centre of the Makuhero City sits the imposing Hero Factory. The enormous amount of goodwill associated with the Factory has given a significant boost to the popularity of this central part of the city, pushing residential prices to among the highest in the city.

Modern Residential Areas



Modern Residential Areas



The Marina is in the classy area of town. It is clean and quiet and the people are as beautiful as the harbour in which the multitude of private vessels are moored. On the decks, wealthy robots dressed in the fineries of the yacht club scene, enjoy late afternoon cocktails and discuss the latest scandals within the vibrant Makuhero social scene.

Nearby is one of Makuhero City's greatest attractions: the Zoo. Here you will find some of the universe's rarer species, including bot-mammoths and robo-lions.



Makuhero Boulevard



Makuhero Boulevard, 'The Strip' and The Circuit



The downtown area, known as The Circuit, is easily the most hectic part of town. It constitutes Makuhero City's shopping centre and business district.

Adorning the façades of the looming skyscrapers, electronic billboards screen rolling advertisements for TV shows such as 'Heroes 1-800'.

The many side streets are crammed with food vendors, cafes and fashion boutiques presenting busy shoppers with an opportunity to part with hard-earned currency. It is also here where you will find various kinds of street artists perform. Musicians, break dancers, art students and gypsies reading fortunes compete for cash with ball-juggling robo-midgets, mounted on mono-wheeled bikes.

Bohemian Lifestyle



Upper East Side, Central Park and the Dome



The Upper East Side is a truly bohemian borough. Live jazz music wafts into the street from basements while young robots with literary ambitions, chewing on pencils, sit by café windows and contemplate the moving city outside.

The Central Park acts as the main recreational area for the city's population. This green refuge is as much a home for lovers as it is for oil-sweating joggers, struggling to lose extra pounds.

The Makuhero Dome is where pop idols such as Brickney Fusion and Robo Williams perform. The dome can also be covered with a slide roof for a more intimate experience, such as the recent Makuhero Philharbotic Orchestra's performance of Ravel's *Botero*.



Industrial Areas



Makuhero industries, The Harbour and Airport



Producing an unfathomable amount of consumer goods such as TVs, refrigerators and cars, Tuff Industries is Makuhero City's largest enterprise after the Hero Factory. This huge organisation takes up almost one tenth of the city's total area, complete with production facilities, storage buildings and a harbour big enough to accommodate super tankers.

All of Tuff's corporate buildings, however, are situated in The Circuit, and the industrial area is not a place to spend an evening.

In addition to Tuff Industries' industrial harbor, Makuhero City is home to a civilian port, from where cruise ships and ferries set sail for destinations all over the world.



The life of Makuheran robots

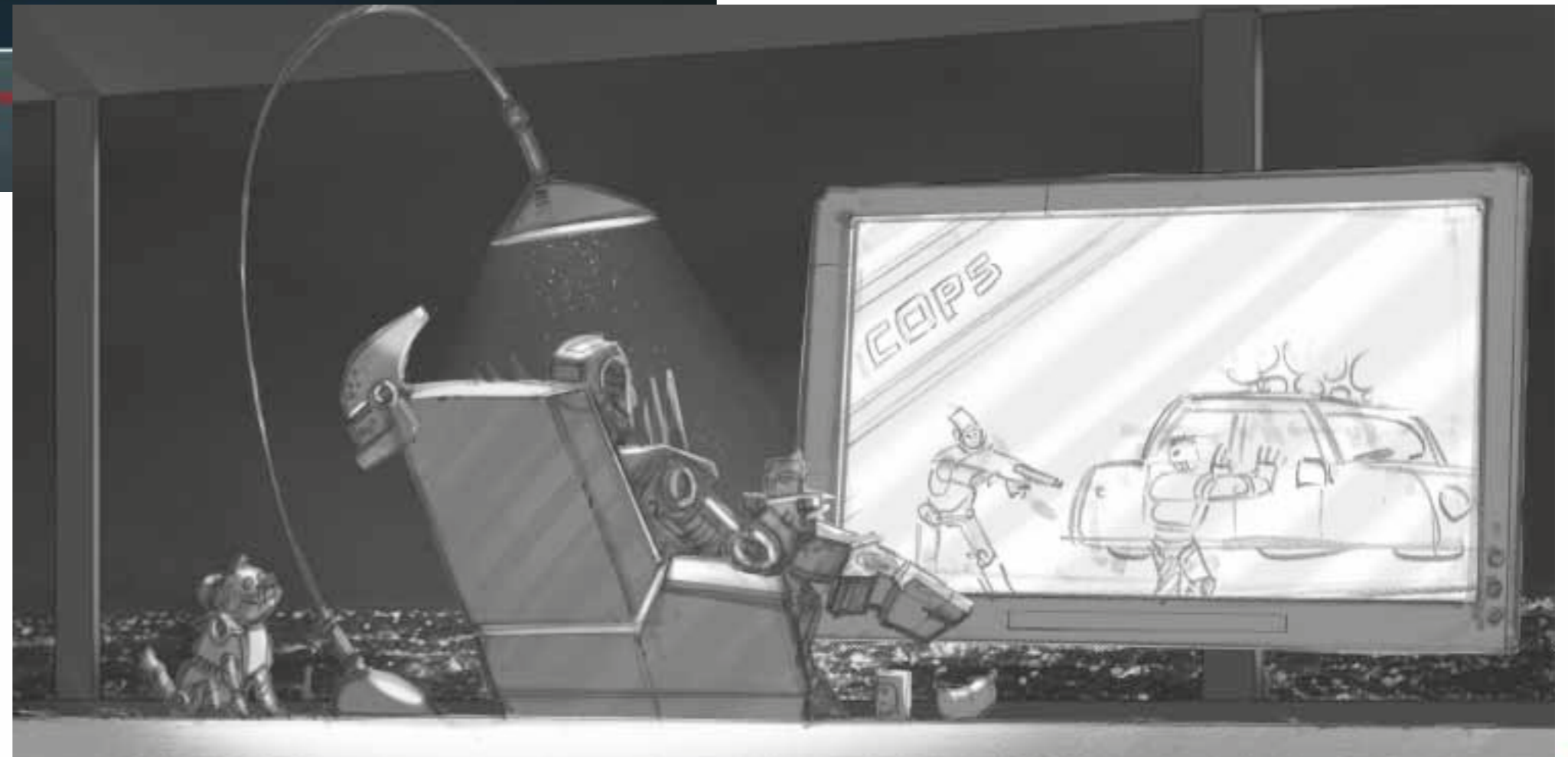


From cab drivers, journalists and mech-surgeons to police-bots, lawyers, factory workers and personal trainers, Makuhero City's citizens, like those in our cities, spend their days working their jobs, sending their kids to school, throwing dinner parties, going to the movies and hanging out with friends.

The life of Makuheran robots



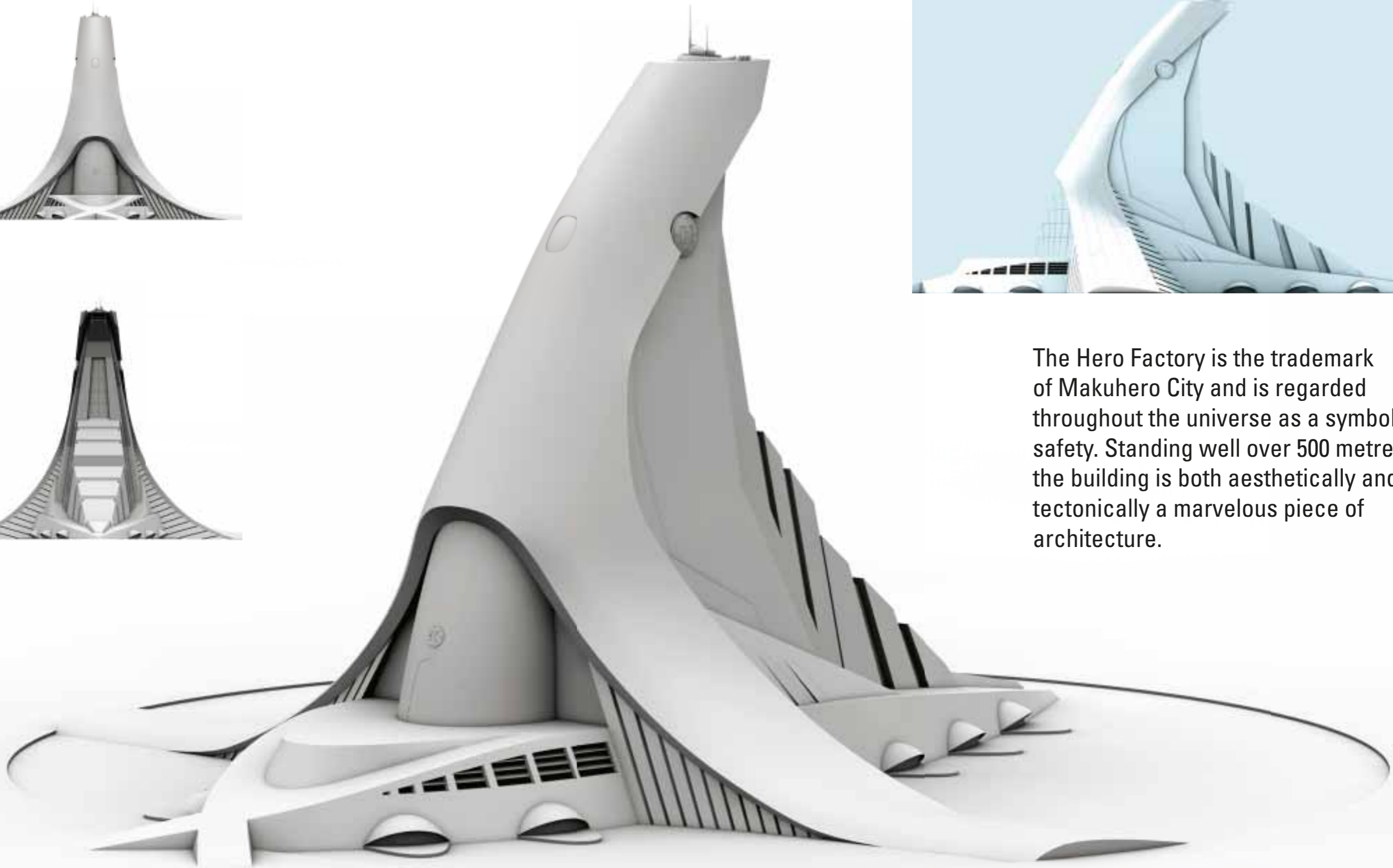
All heroes have residences in Makuhero City where they live when they are not on duty. Having their own apartments the heroes are given the opportunity to relax and fully recharge before going back to work.



The Hero Factory Design



The Hero Factory is the trademark of Makuhero City and is regarded throughout the universe as a symbol of safety. Standing well over 500 metres, the building is both aesthetically and tectonically a marvelous piece of architecture.

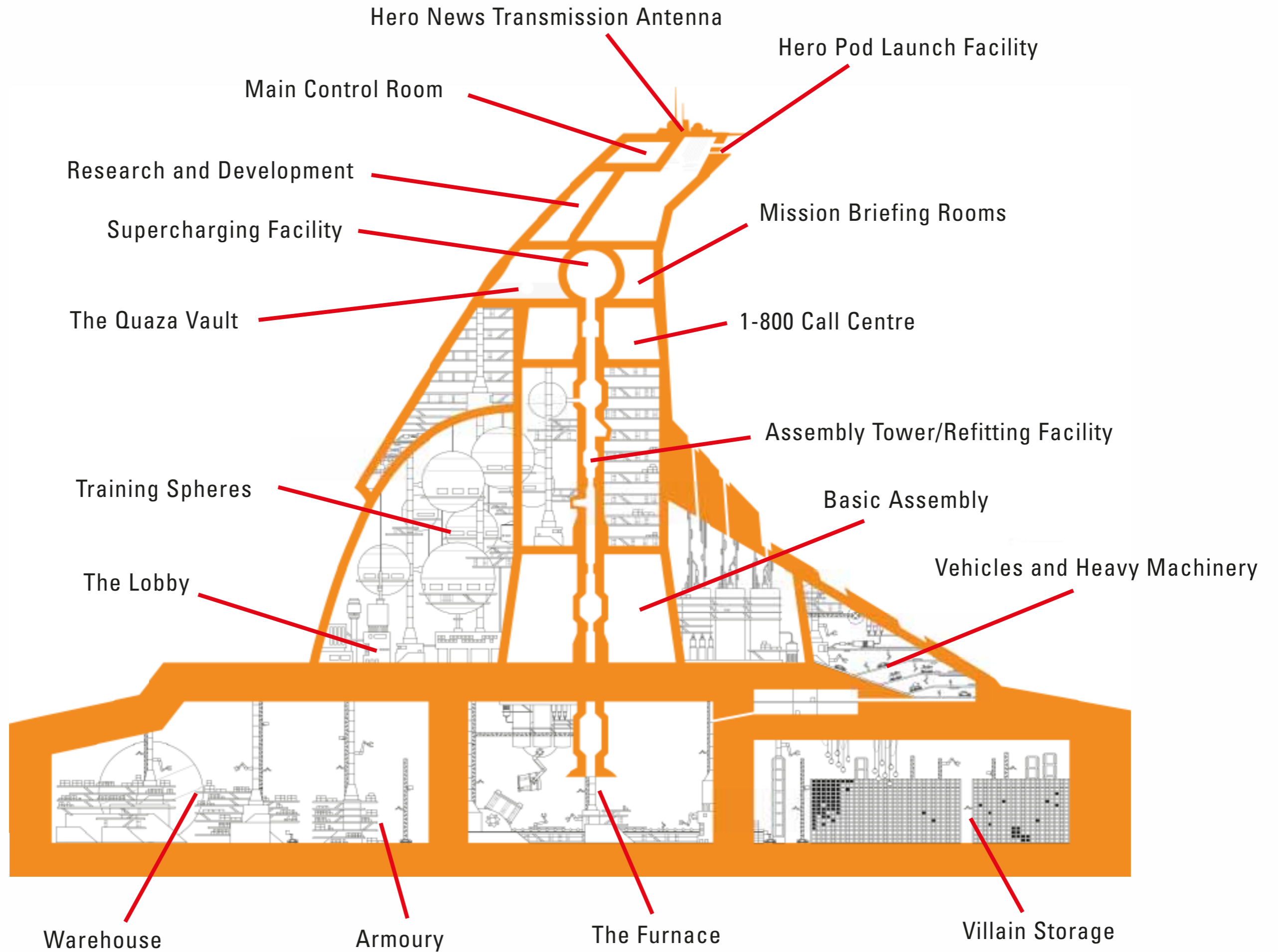


Inside the Hero Factory

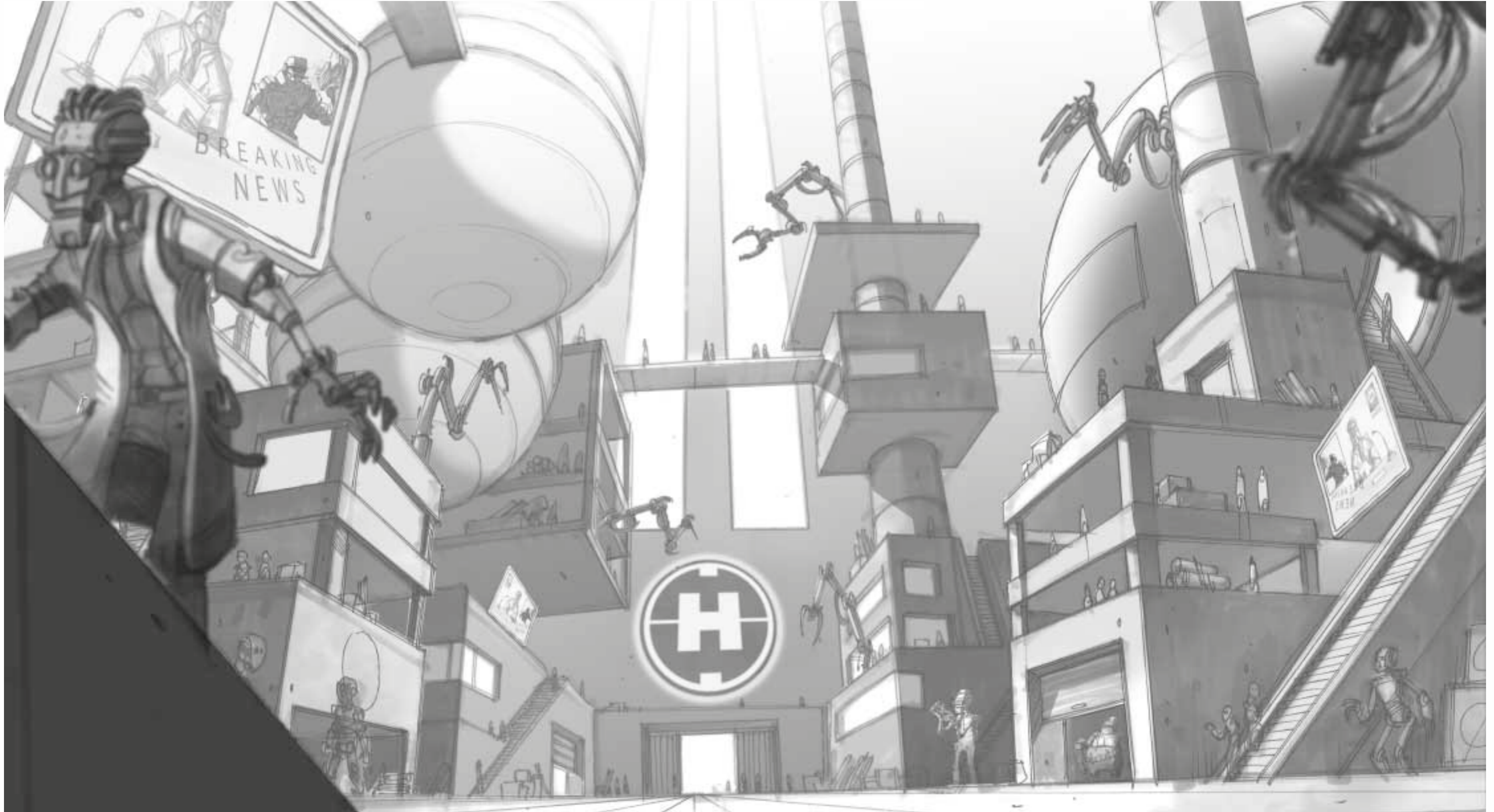
- The Lobby
- 1-800 Call Centre
- Main Control Room
- Hero News Transmission Antenna and Studio
- The Furnace
- Assembly Tower/Refitting Facility
- Supercharging Facility
- Research and Development
- Vehicles and Heavy Machinery
- Training Spheres
- Mission Briefing Rooms
- Hero Pod Launch Facility
- Warehouse
- Armoury
- Villain Storage Department
- The Quaza Vault



Inside the Hero Factory

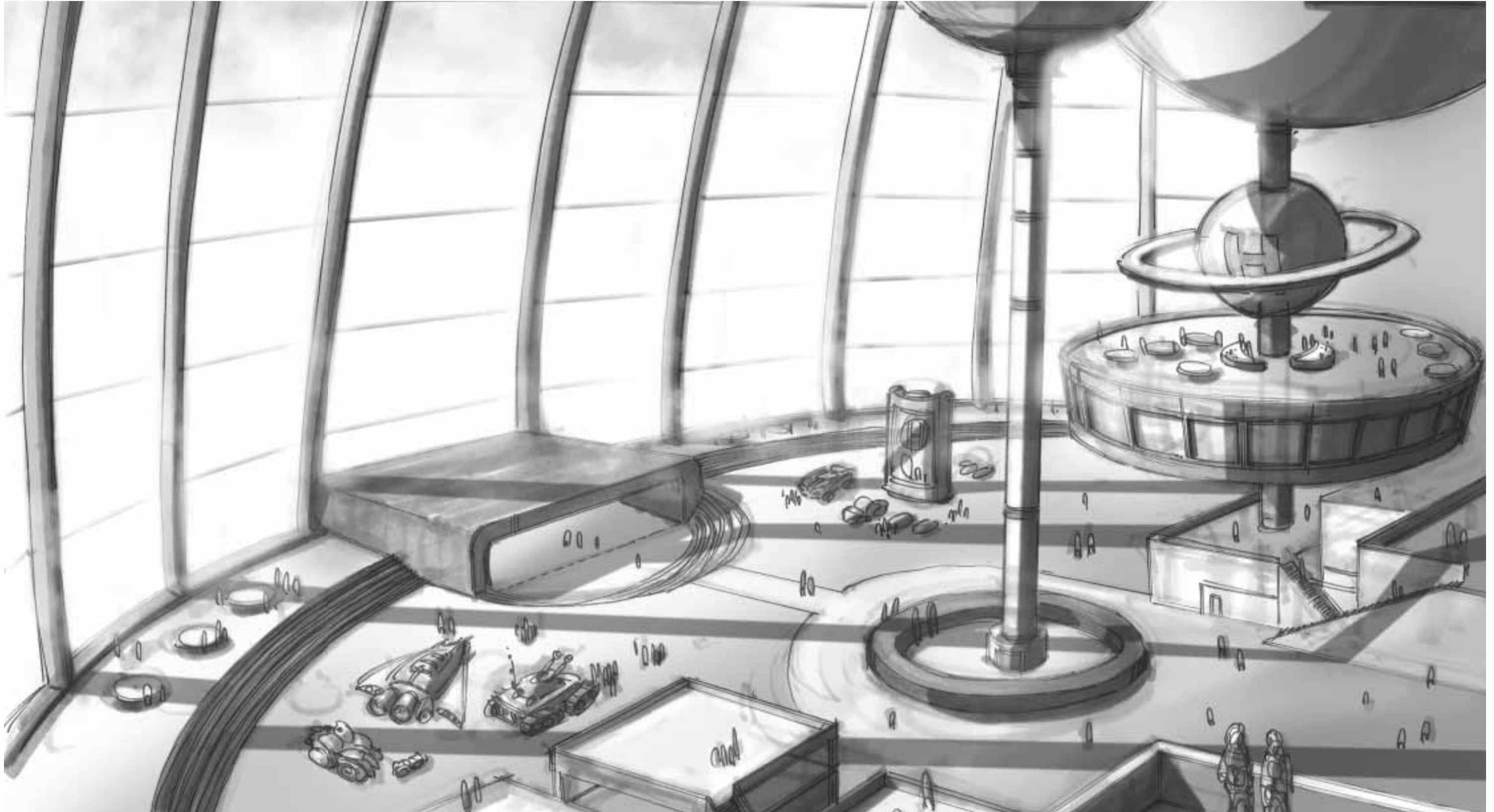


The Lobby



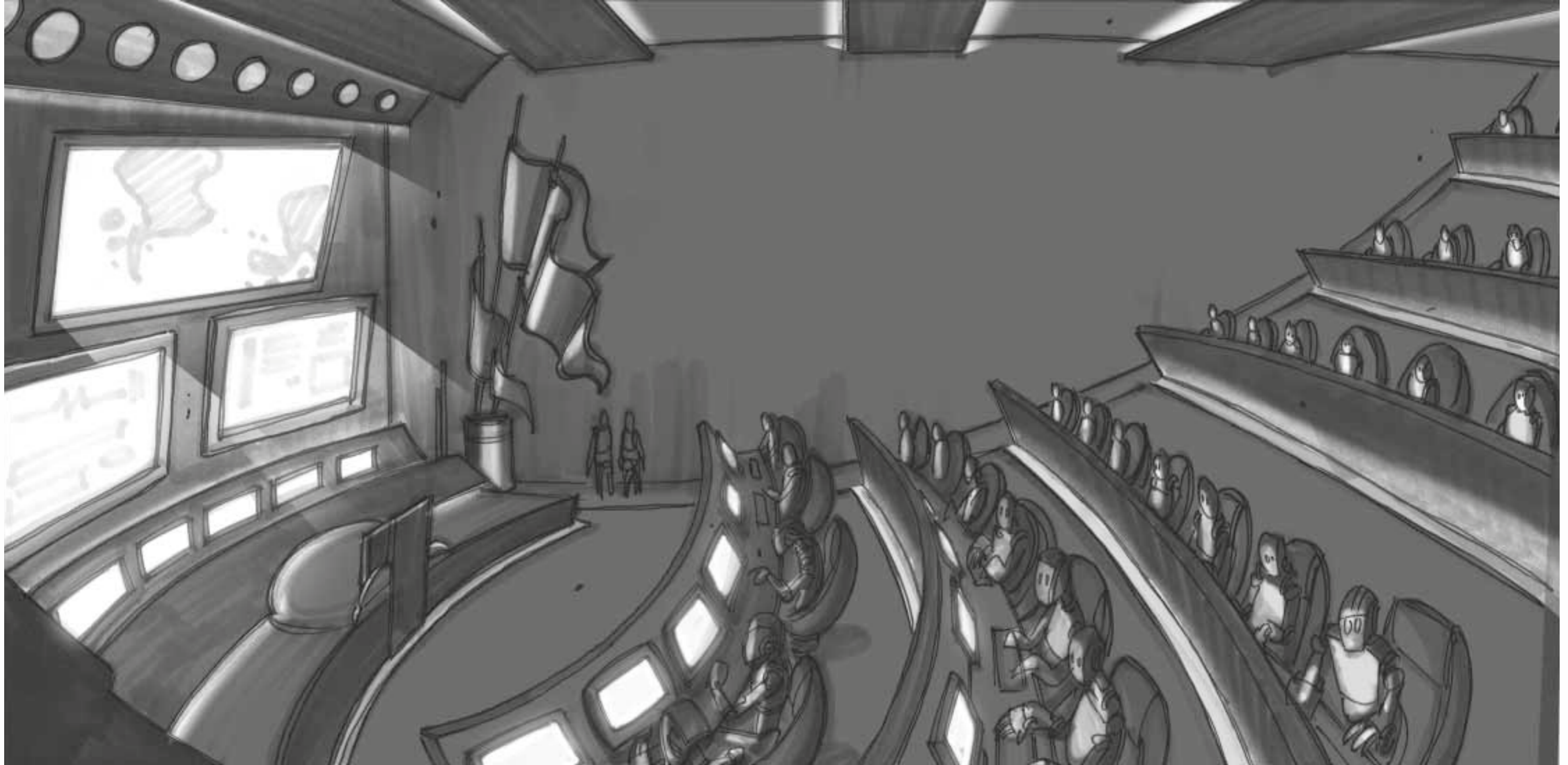
Entering the lobby you are met with an amazing collage of visual input. The room rises an impressive 150 metres and is filled with a myriad of balconies, mezzanines, suspended balustrades and platforms hanging high above the ground, giving an impression more of an urban jungle than a corporate lobby.

The Lobby



At ground level, receptionists stand ready to answer questions and guide visitors. Leisure islands composed of couches and transparent tables with newspapers and periodicals are scattered around the area. Six giant white steel spheres, housing Virtual Training Environments, used for hero training, float in the air.

1-800 Call Centre



The renowned 1-800 Call Centre is built to answer the ever increasing sum of galactic distress calls. Every day of the week, the Call Centre handles appeals from anxious customers all over the universe. Be it meteor showers, rampaging dinosaurs, doomsday device-wielding bad guys or runaway teenage princesses, the Hero Factory takes care of it all.

Main Control Room



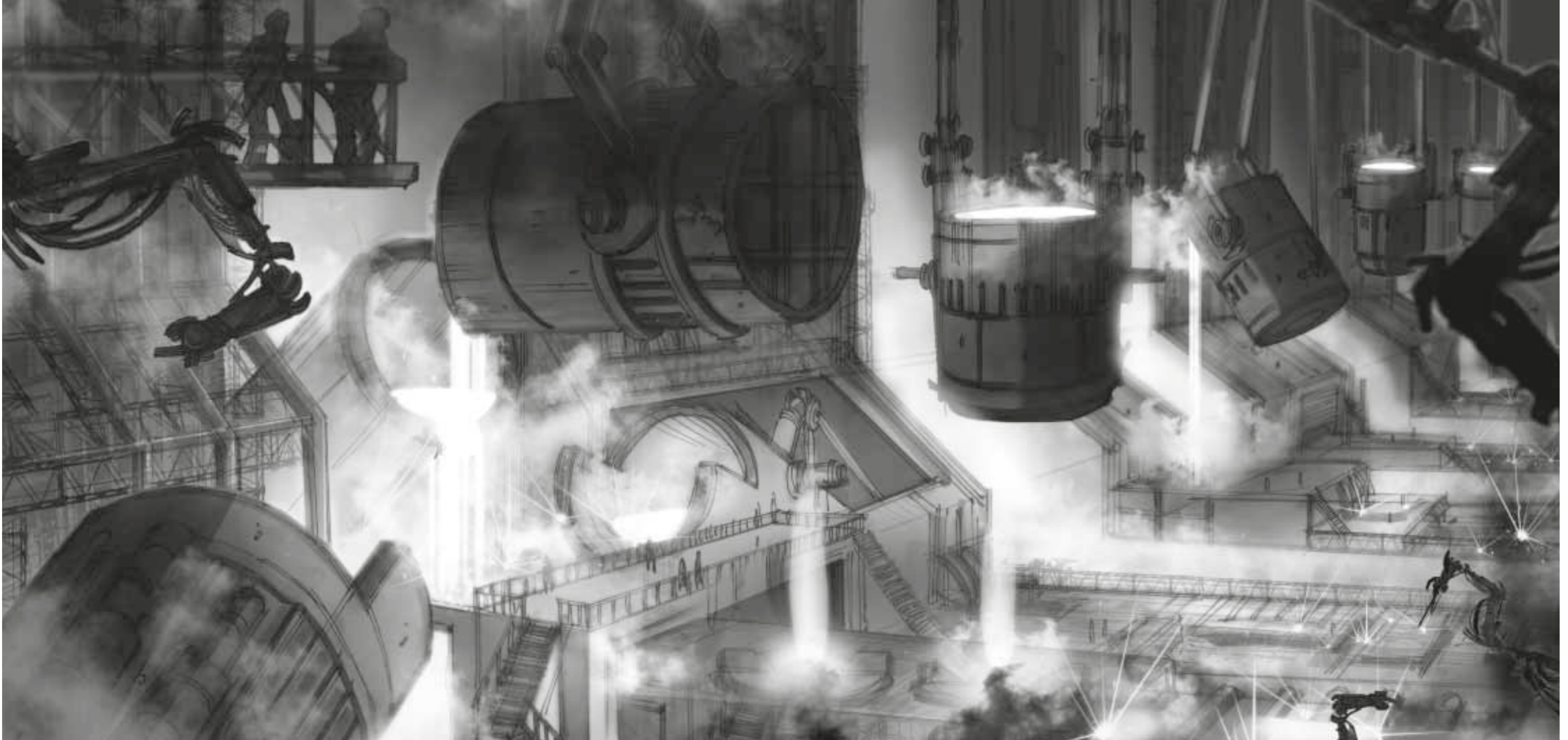
All missions are monitored in the Main Control Room. Connected to helmet cams and various other sensors, the monitors display ongoing missions, allowing observers to analyse the battlefield, foresee coming dangers and provide helpful input. In the thick of a fight, the atmosphere inside the Mission Control Room resembles something akin to the Makuhero Stock Exchange.

Hero News Transmission Antenna and Studio



Anchored by ex-hero and celebrity, Brad Silberfox, Makuhero City's second most popular show, Hero News, is shot in Makuhero City Studios and is broadcast to the universe via the Transmission Antenna on top of the Hero Factory. The City Studios also produce the hugely popular reality show 'Hero For An Evening', which gives common robots the chance to be subjected to serious hero action in the Holographic Training Environments. Last season kicked off with 42 year-old cab driver, Bob Wheels, entering a rendition of the Ice Worlds of Shantaka. Even though he fared poorly in comparison to real heroes, Wheels' appearance earned him significant tabloid coverage and he now hosts the HFAE spin-off show, 'Makuhero's Got Talent'.

The Furnace



Perhaps the most impressive feature of the subterranean area of the factory is the Furnace — the cradle of production and birth place of every hero ever to leave the Hero Factory. In the low lit depths, huge kilns rumble and crackle, sparks fly and violent flames spew from incinerators as tons of metal are turned into alloys and patented basic parts. With room temperatures in the vicinity of 200 degrees Celsius, only the sturdiest of robots have what it takes to work the giant smelters.

Assembly Tower/Refitting Facility

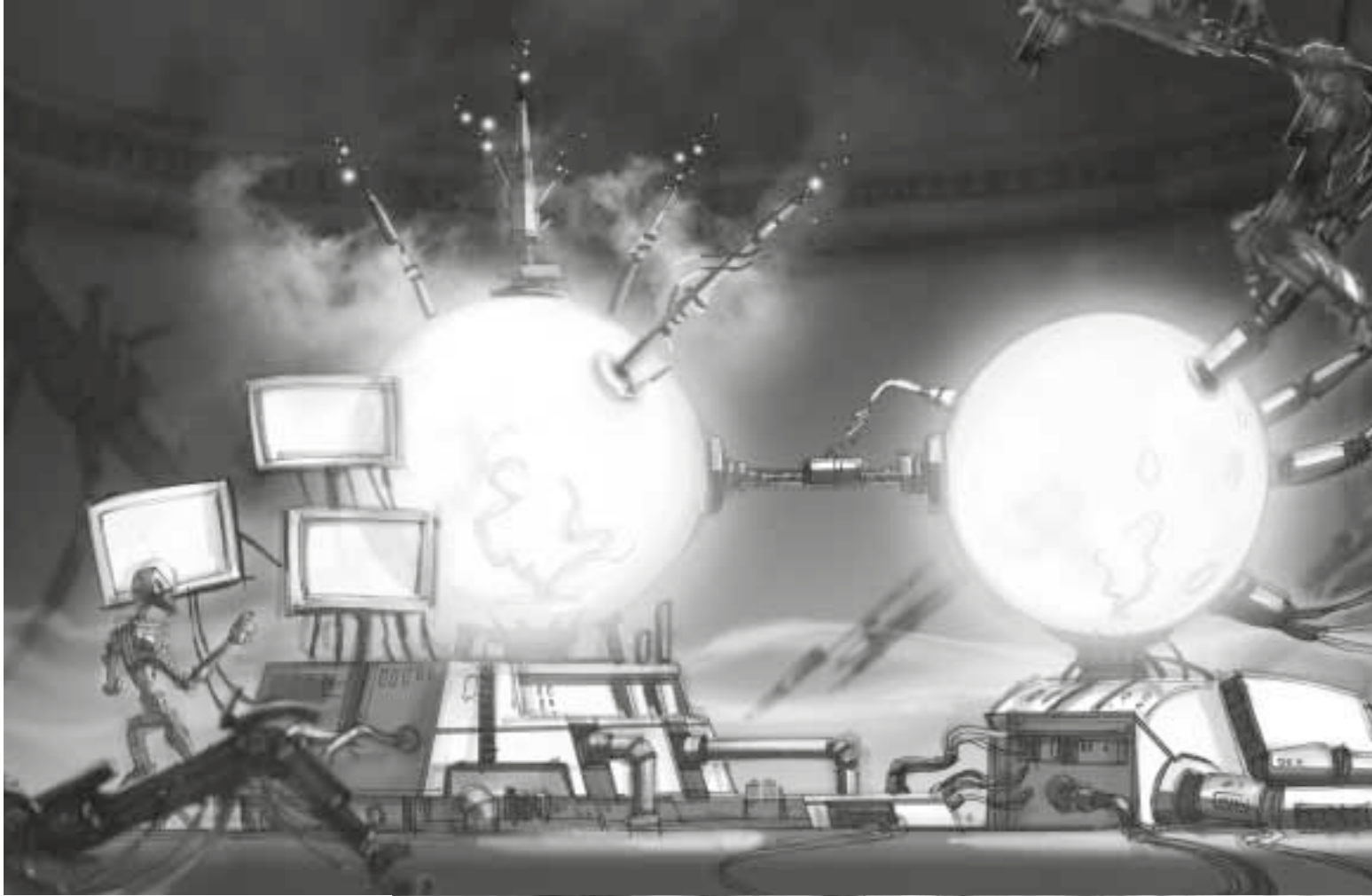


Like a giant tube inside the Factory, the Assembly Tower is packed with assembly platforms, fitting cranes and delicate machinery designed for embedding nano-chips and equally minute pieces into the heroes as they travel from the bottom of the Tower to the Core Embedding Chamber where the hero core is inserted, bringing the Novice to life.

Above the Hero Core Room is the Refitting Facility where heroes are adjusted to meet the requirements of specific missions. The Facility holds fitting platforms, cranes and weld-cannons. Like the expert mechanical staff of a Formula 1 race team, workers in this area can fully refit a hero, complete with all gear and gadgets, in less than three minutes.

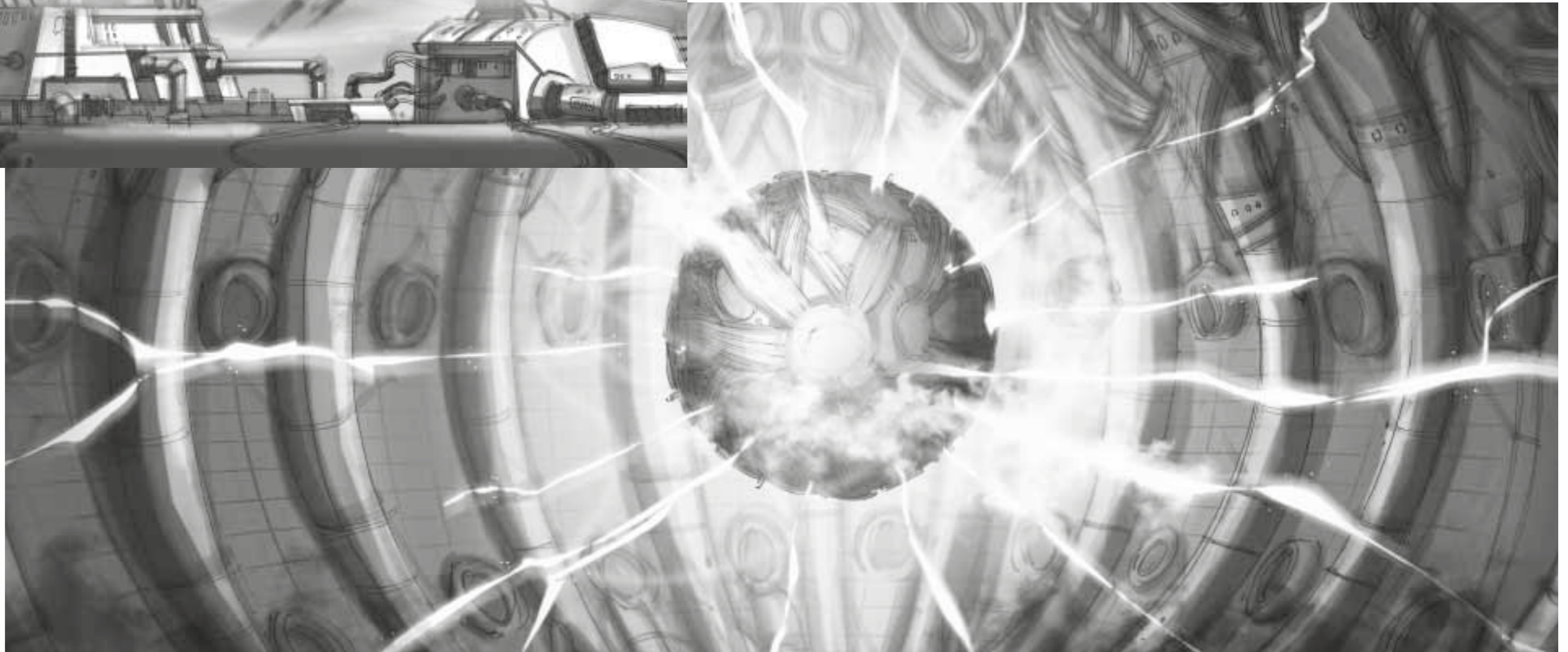


Supercharging Facility



Crowning the Assembly Tower is the Supercharging Facility where rookies complete the transition to fully-fledged heroes.

Floating in a high density oily solution, the rookie is subjected to an intense electrical charge. As the charge rushes through the rookie's Quaza reinforced core, his inner essence is released and the transformation to hero takes place.

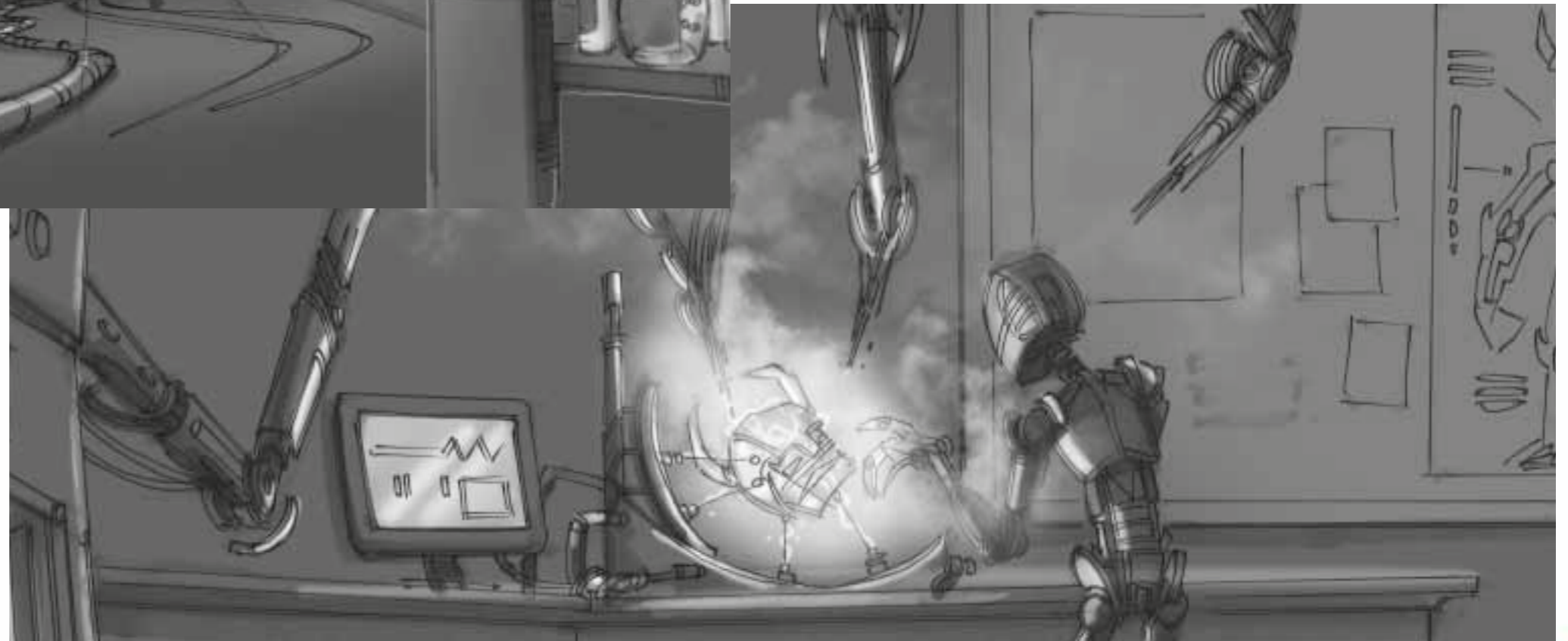


Research and Development

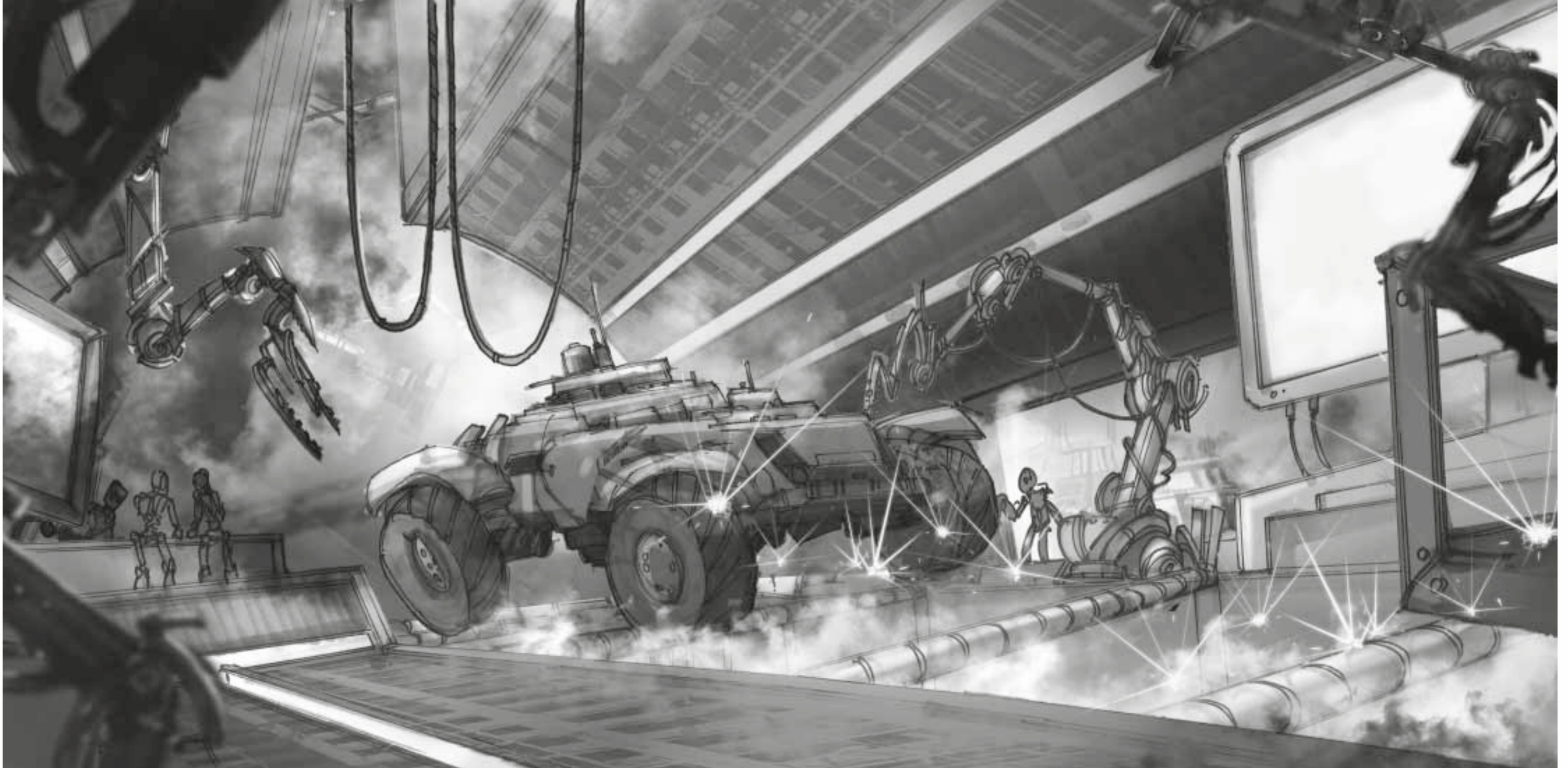


Situated near the Assembly Tower are the R&D departments, each responsible for separate fields of innovation. These departments hum with activity and feature some of the factory's more quirky personalities.

Everywhere, jars and vials bubble with chemical substances. Tubes slurping with suspiciously looking liquids dissect the room and experiment tanks crackle, while hunchbacked scientists wearing thick glasses scurry around consulting weighty manuals for answers and formulas that would make the brain-chips of most civilian robots overheat.

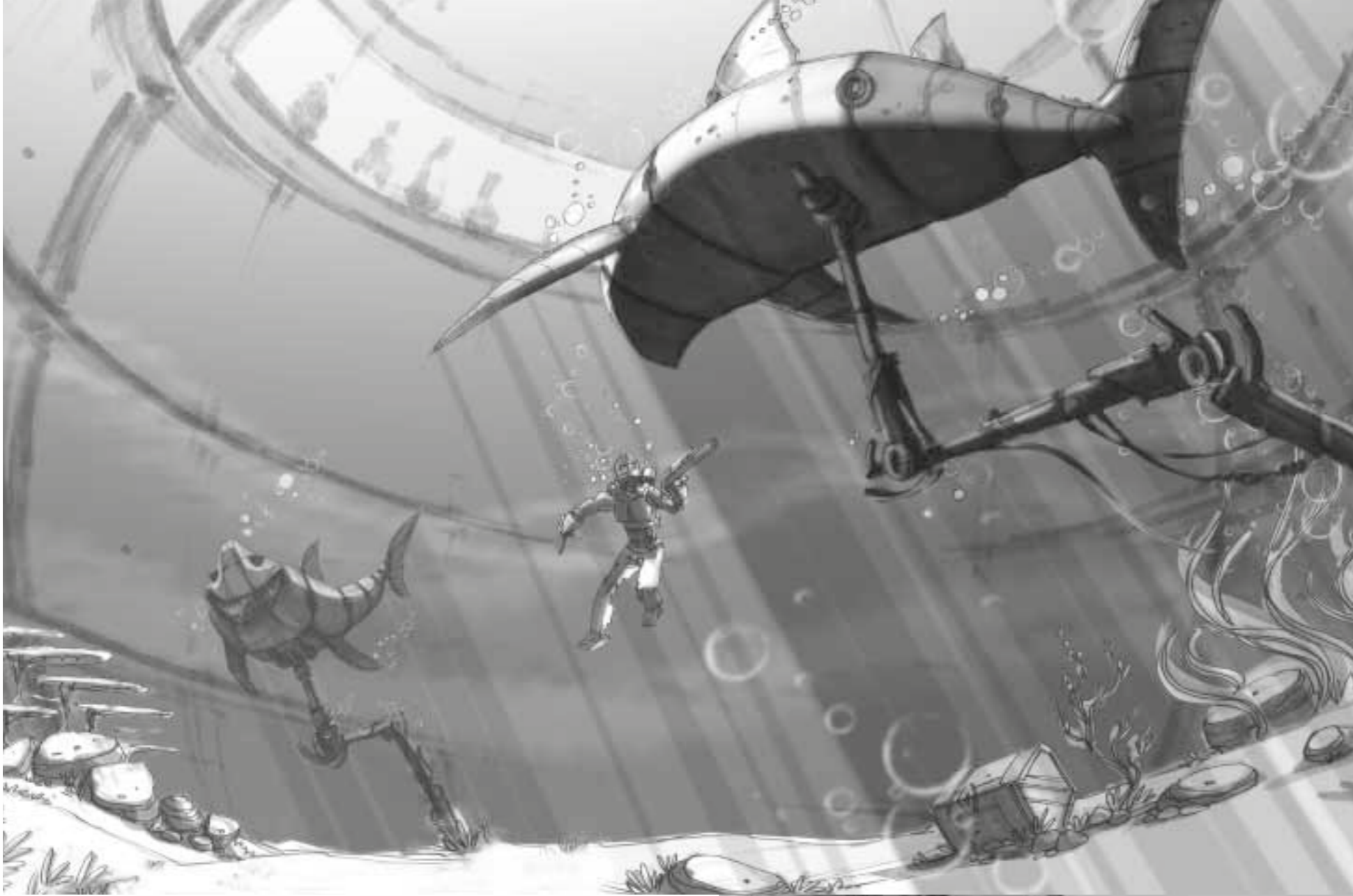


Vehicles and Heavy Machinery



This spring, the Department for Advanced Logistics has come up with some amazing new designs: Exploration vehicles able to cross terrains that until now have been impassable.

Training Spheres



Virtual Training Environments are used to prepare heroes for live mission action.

Visitors are warmly invited to follow sessions during Open Hours. On any given weekday, observation gangways are packed with school kids cheering and shouting as they watch the action inside. Yells of excitement echo throughout the lobby as heroes battle holographic juggernauts, dodge heat seeking missiles and solve mind-boggling puzzles.

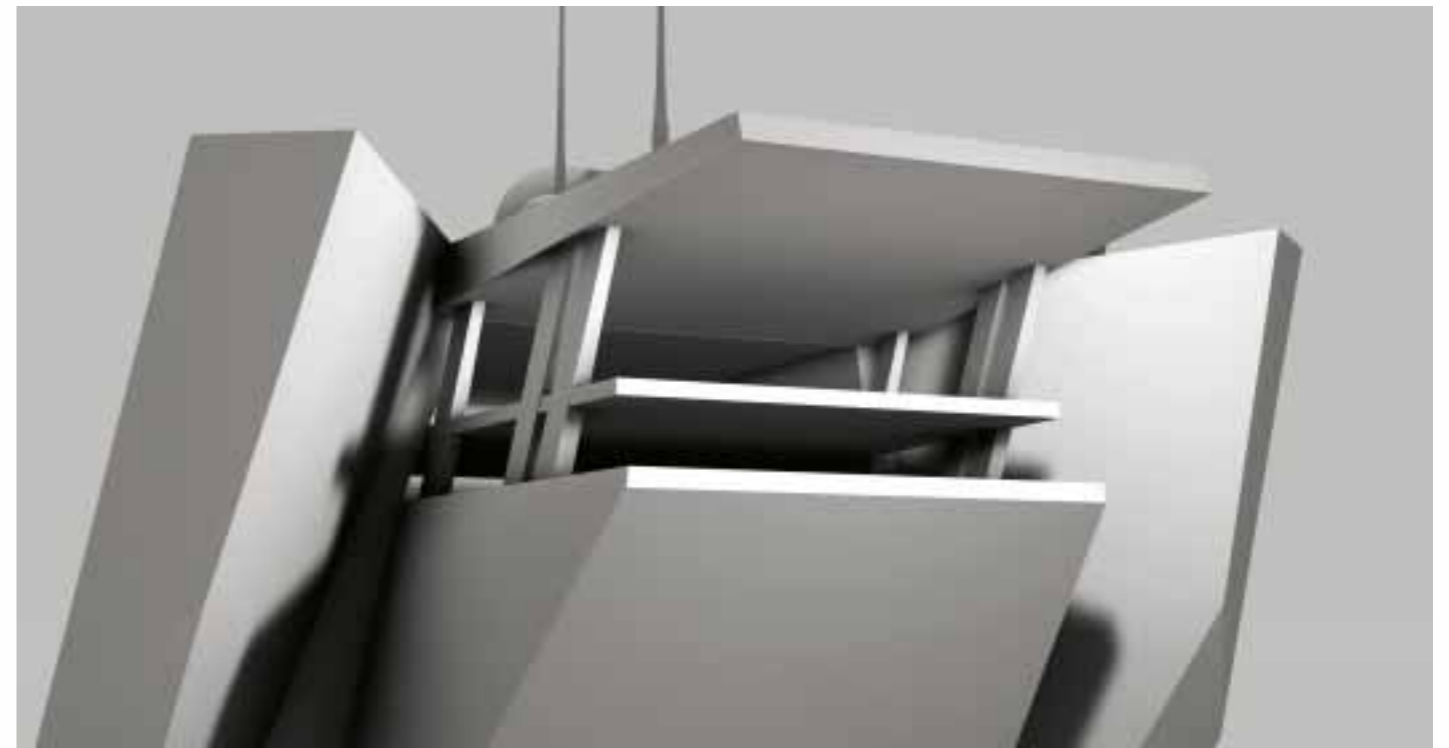
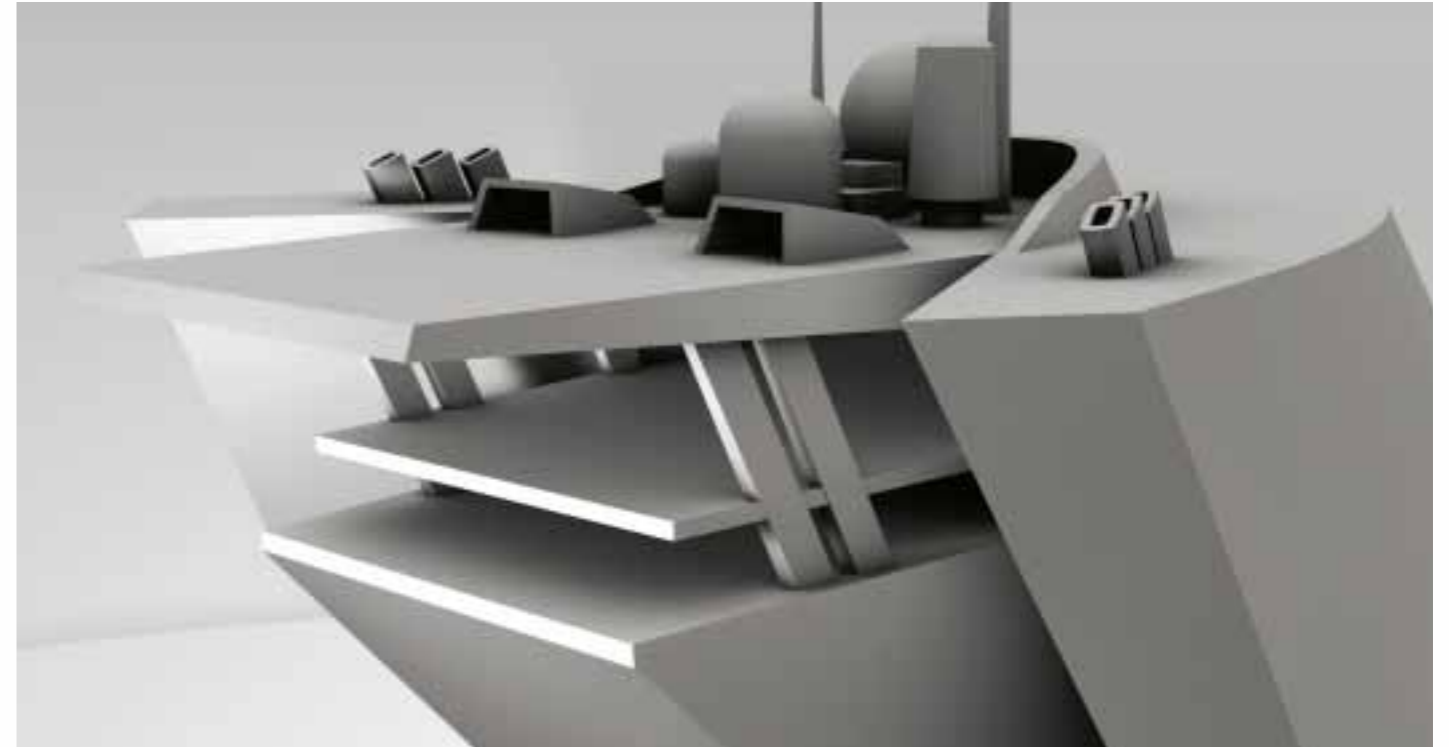


Mission Briefing Rooms



After refitting, heroes go to Mission Briefing Rooms where rows of Data Chairs await them. Each hero takes a seat and the upload of vital information, such as a tourist guides and language packs begins. Even though the data package received is sometimes substantial the upload rarely takes more than 20 seconds. Energy sprouts from the seats as the heroes are turbo briefed.

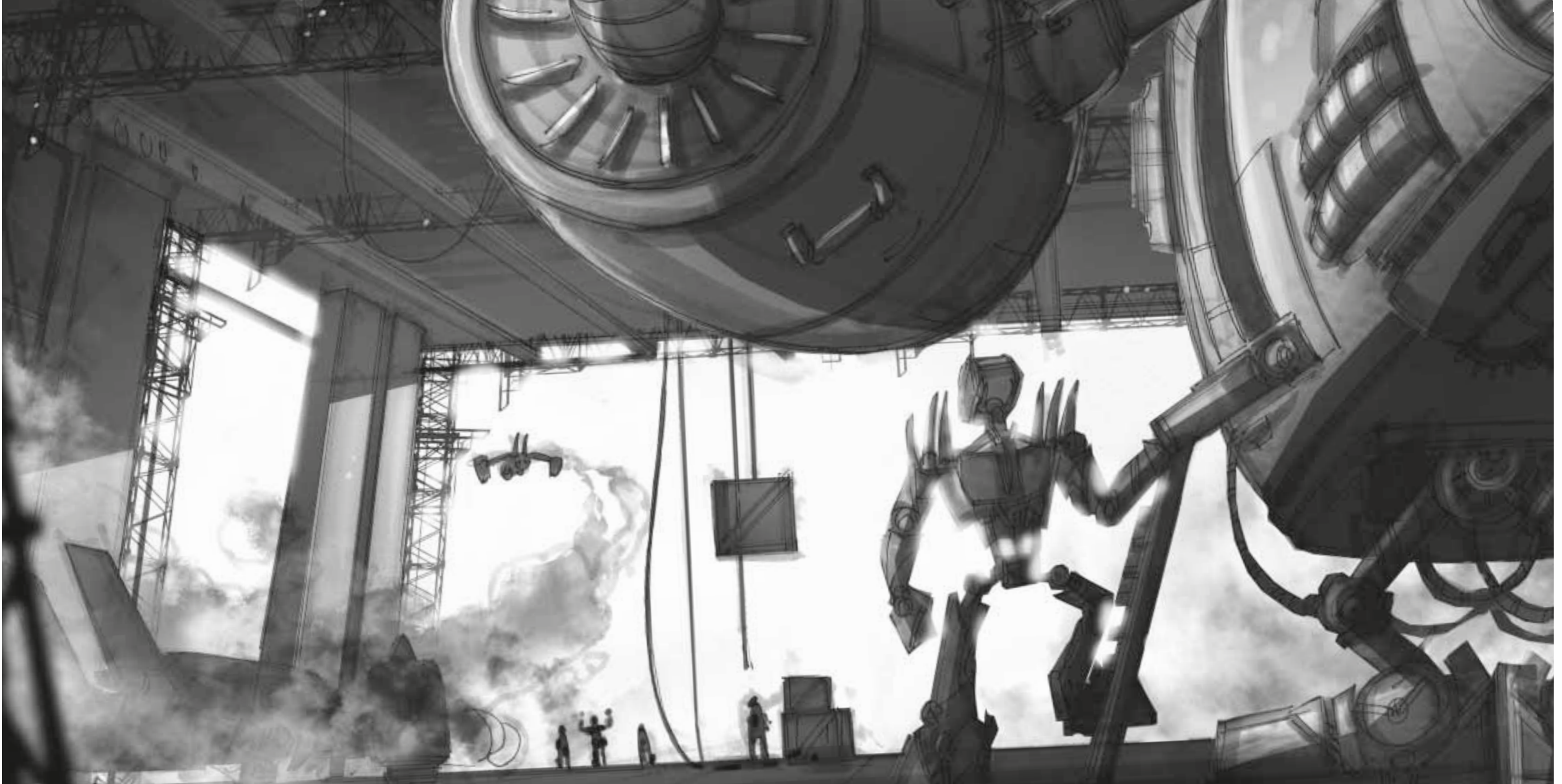
Hero Pod Launch Facility



Above: 3D model of the Launch Facility's upper and lower flight decks.

Left: A Hero Pod Carrier has just been launched.

Hero Pod Launch Facility



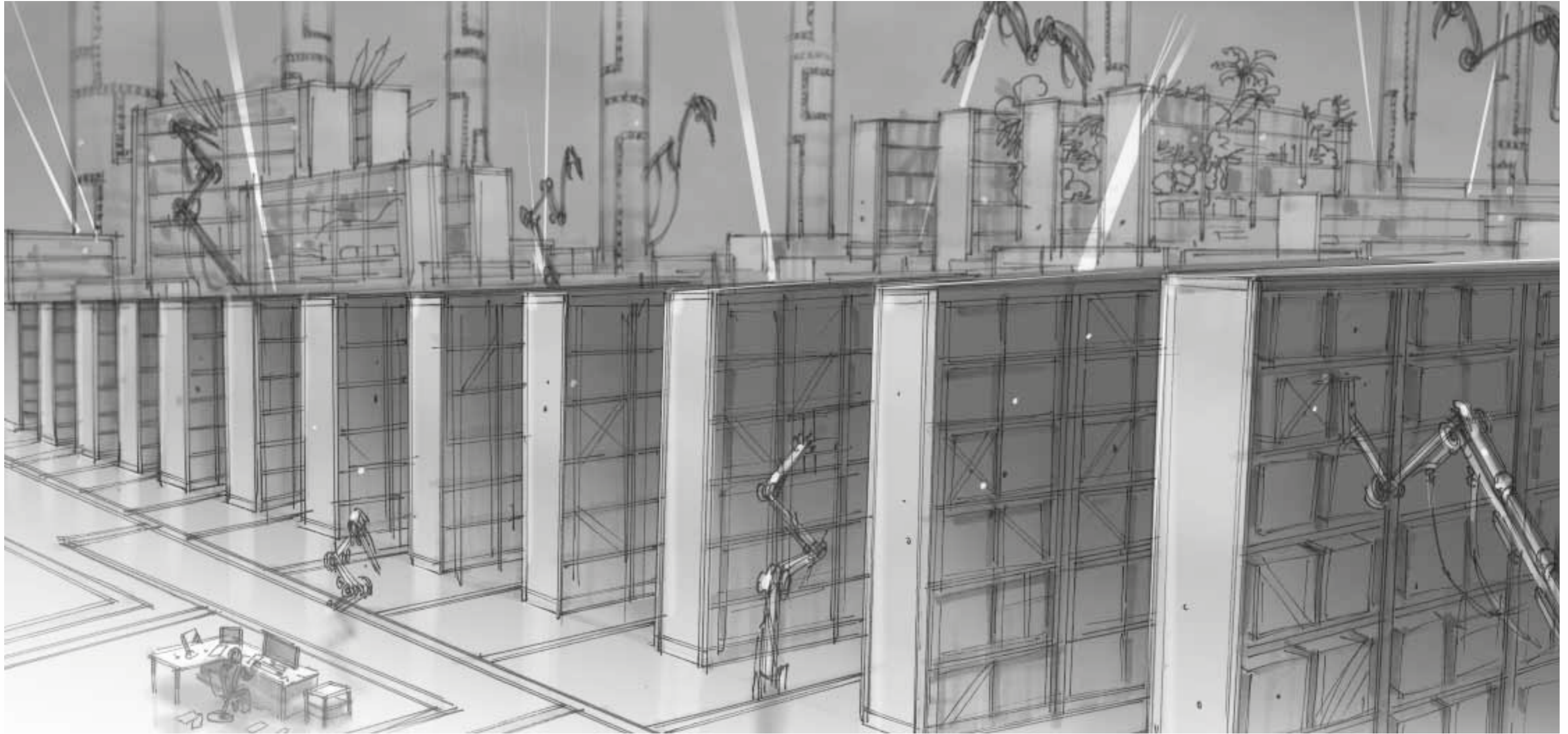
The Hero Pod Launch Facility holds an entire fleet of Hero Crafts: Single Hero Speed Pods to heavily armoured Team Vessels. The mix of jet engines and roaring rocket thrusters easily bring the noise level in the bay above 120 decibels. The Facility vibrates with activity. Technicians run about checking crafts before take off, waving signals and shouting inaudible directions while deck-bots, brandishing fluorescent signal sticks, guide pods to and from the flight deck.

Warehouse



The Warehouse is a gigantic maze of shelves and platforms packed with every object and gizmo ever retrieved on a hero mission. Mounted on forklifts, factory workers fight a seemingly neverending battle against the growing stockpile of meteor stones, treasure chests, mummies, alien machinery, confiscated weapons and numerous other unidentified thingies whose real purpose might never be uncovered.

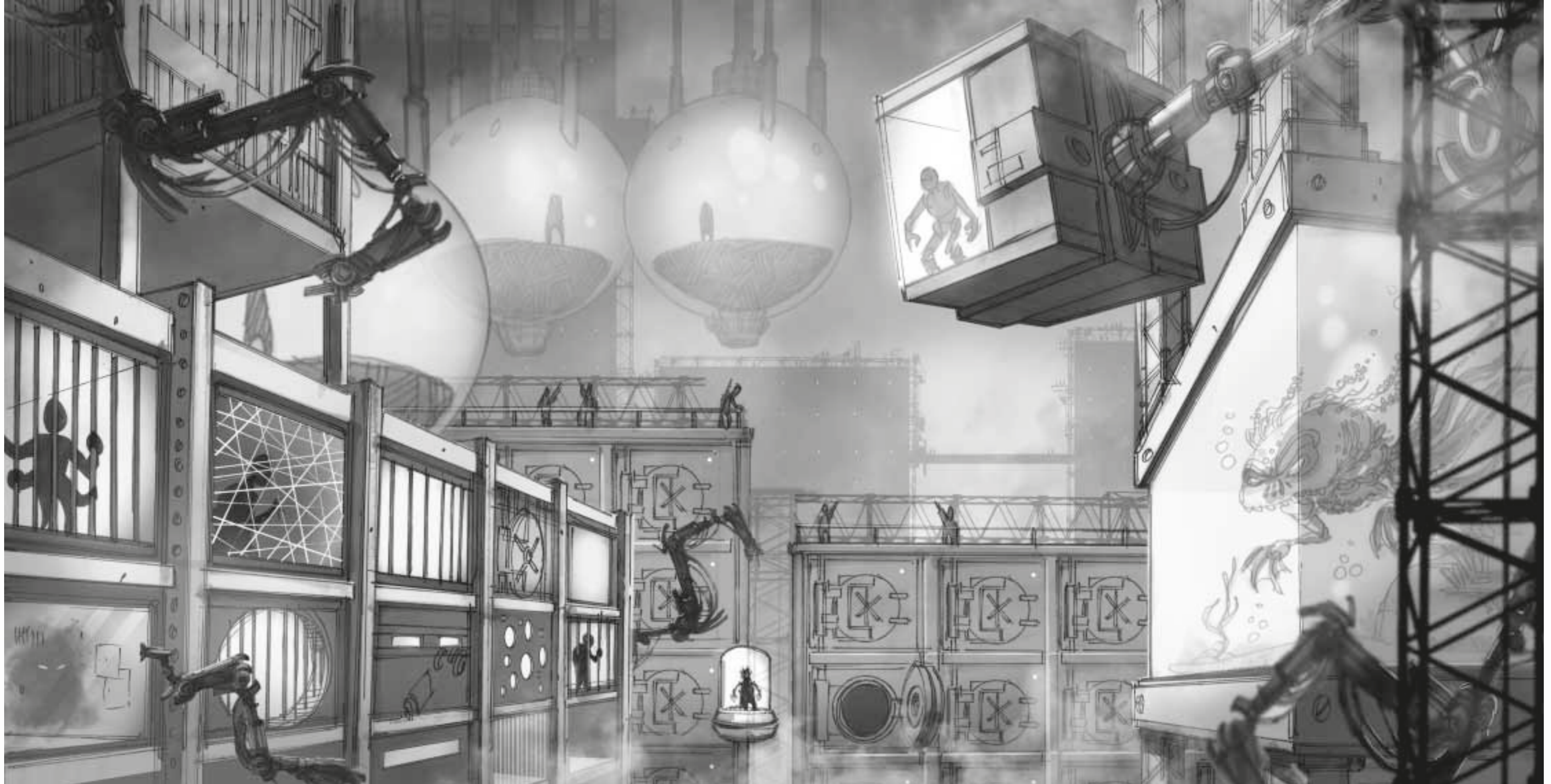
Equipment Storage (The Armoury)



The sheer amount of vehicles and equipment that comes out of the Research and Development Department naturally calls for some sort of storage.

Each area in The Armoury holds a number of predefined 'mission kits' to make the refitting and equipping process run as smoothly as possible. Complete with vehicles and racks packed with weapons and gadgets, mission kits include everything essential for carrying out an assignment.

The Villain Storage Department



Deep in the bowels of the factory, you'll find the Villain Storage Department. Each cell is individually modified to provide the safest and most secure confinement for each villain. The Hero Factory's security researchers go out of their way to come up with the best possible designs. As you can imagine, it took some rather mindboggling calculations and an impressive modification job to construct a cell capable of holding the renowned escape artist Bobo Laban of Circus City.

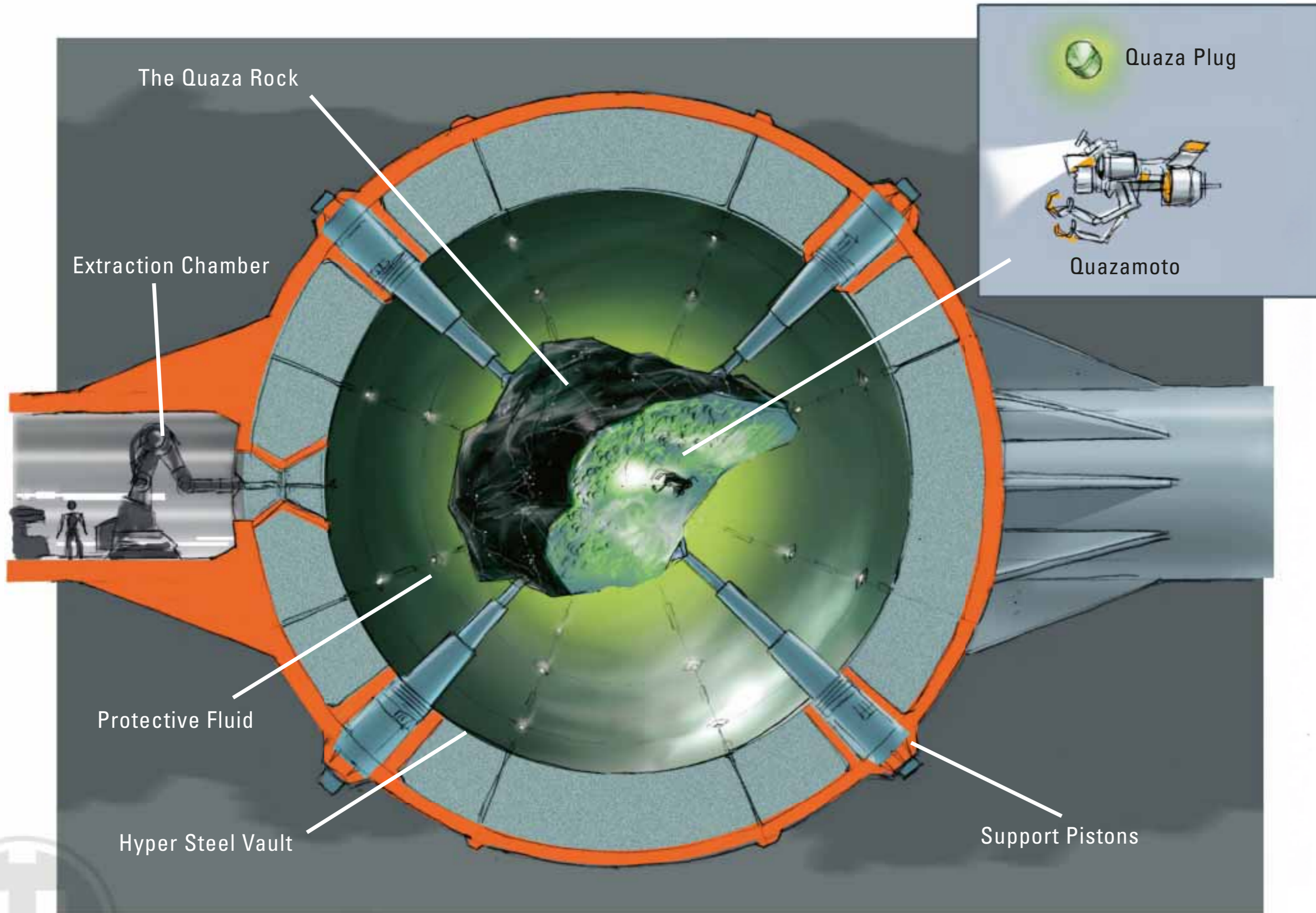
The Quaza Vault



This high security, code red chamber, situated in Mr Makuhero's personal quarters, holds the last known chunk of Quaza Rock in the universe. The Quaza is stored in a sealed tank filled with a transparent, oily liquid. A small cable-controlled droid drills smaller Quaza fragments from the larger rock to be used in the making of the hero cores. After being cut, polished and examined (under the personal supervision of Mr Makuhero) the fragments are sent to Basic Assembly where they are combined with other parts to make the hero cores.

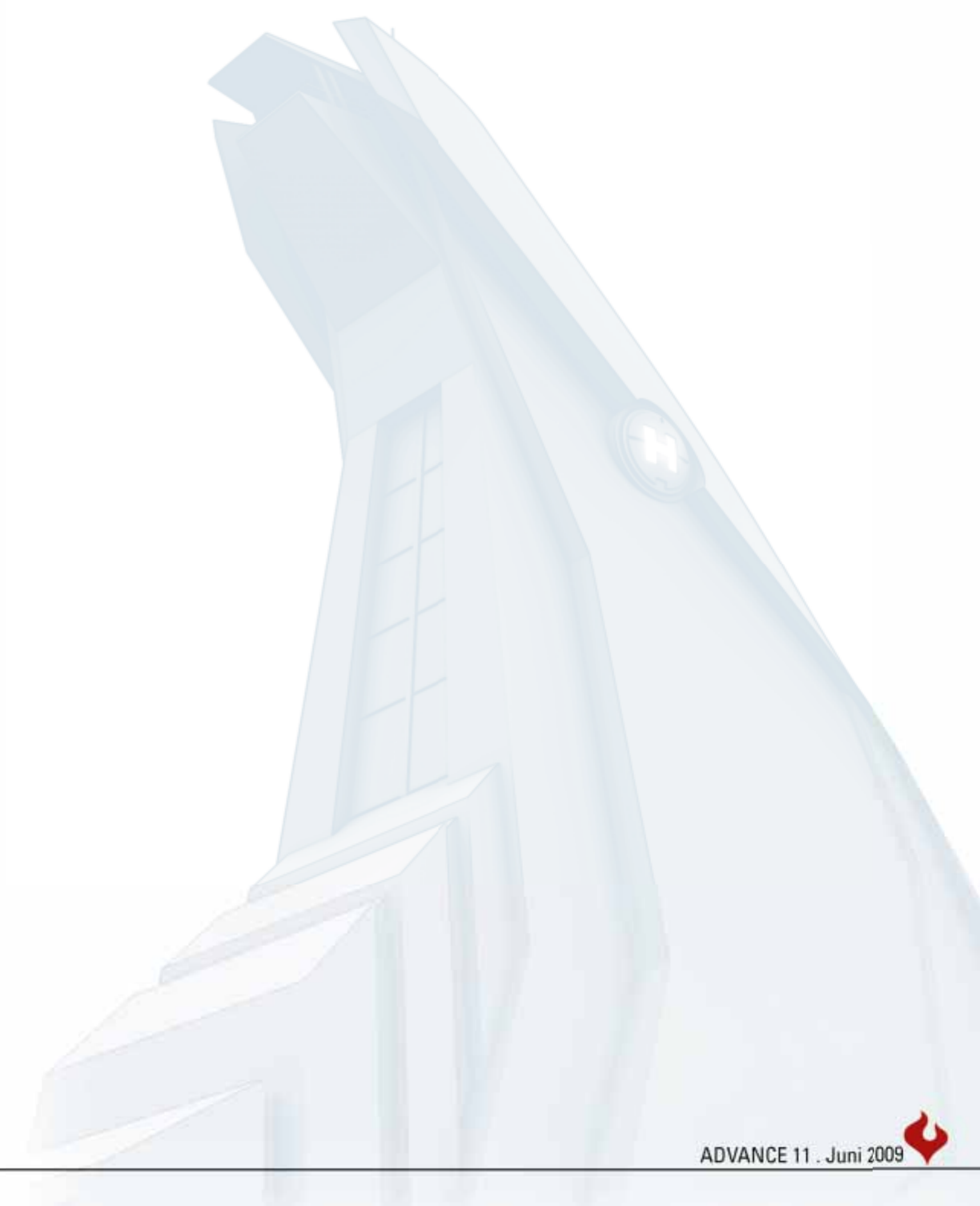
The Quaza Vault could be called the soul of the factory. Without the Quaza, rookies would never be able to undergo supercharging and be transformed into fully-fledged heroes.

The Quaza Vault

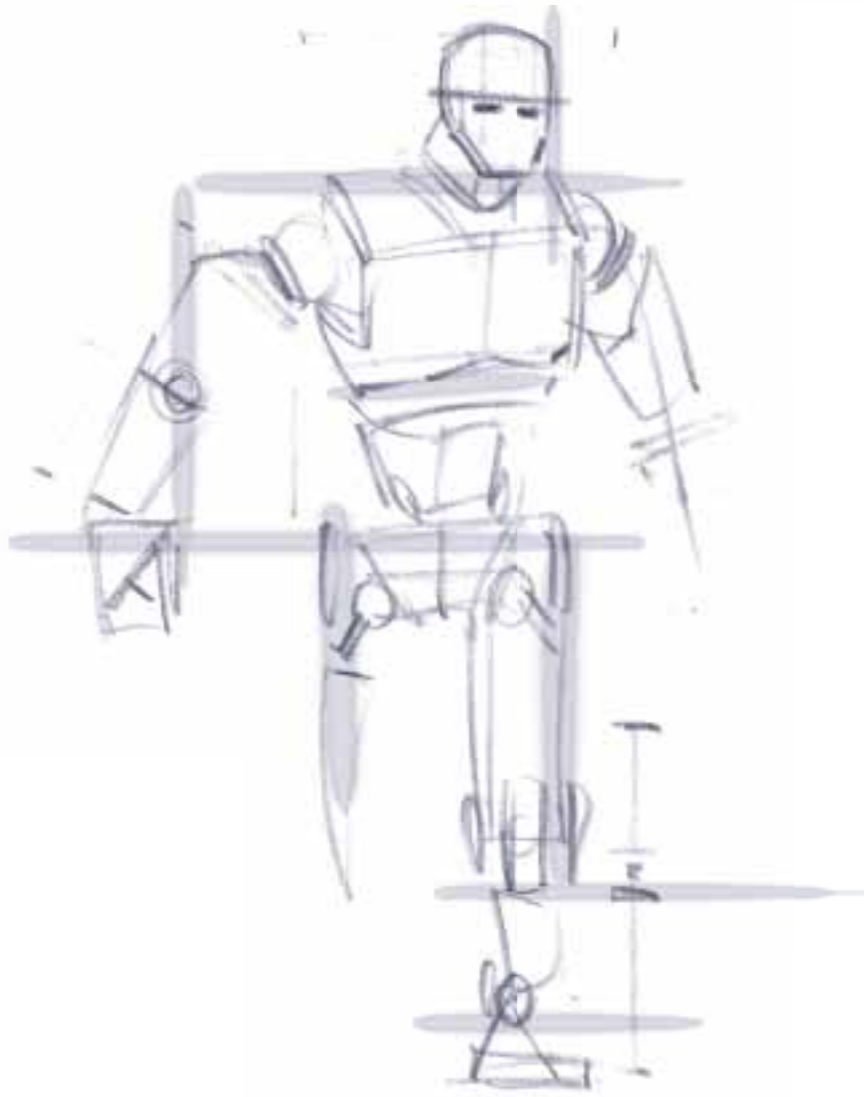


The Heroes

- The Making of a hero
- Famous heroes
- Team Stormer
- Team Blaze
- Mr Makuhero



The making of a Hero



It all begins with a blueprint. A detailed outline of a robot's frame and electrical circuits. At this stage the hero is merely an idea of what could be. The blueprint is based on field operation analysis as well as statistics, representing an anticipation of the future. Since different planetary seasons and galactic anomalies tend to spawn specific kinds of trouble, we try to plan the construction of new heroes accordingly. For example, during a six month period last year when the Giant Acid Flies of Kodan claimed an unnerving 4.7% of total field capacity, the Factory raised the production of light-frame heroes to meet heightened demand for qualities such as speed and adaptability to jet-pack combat.



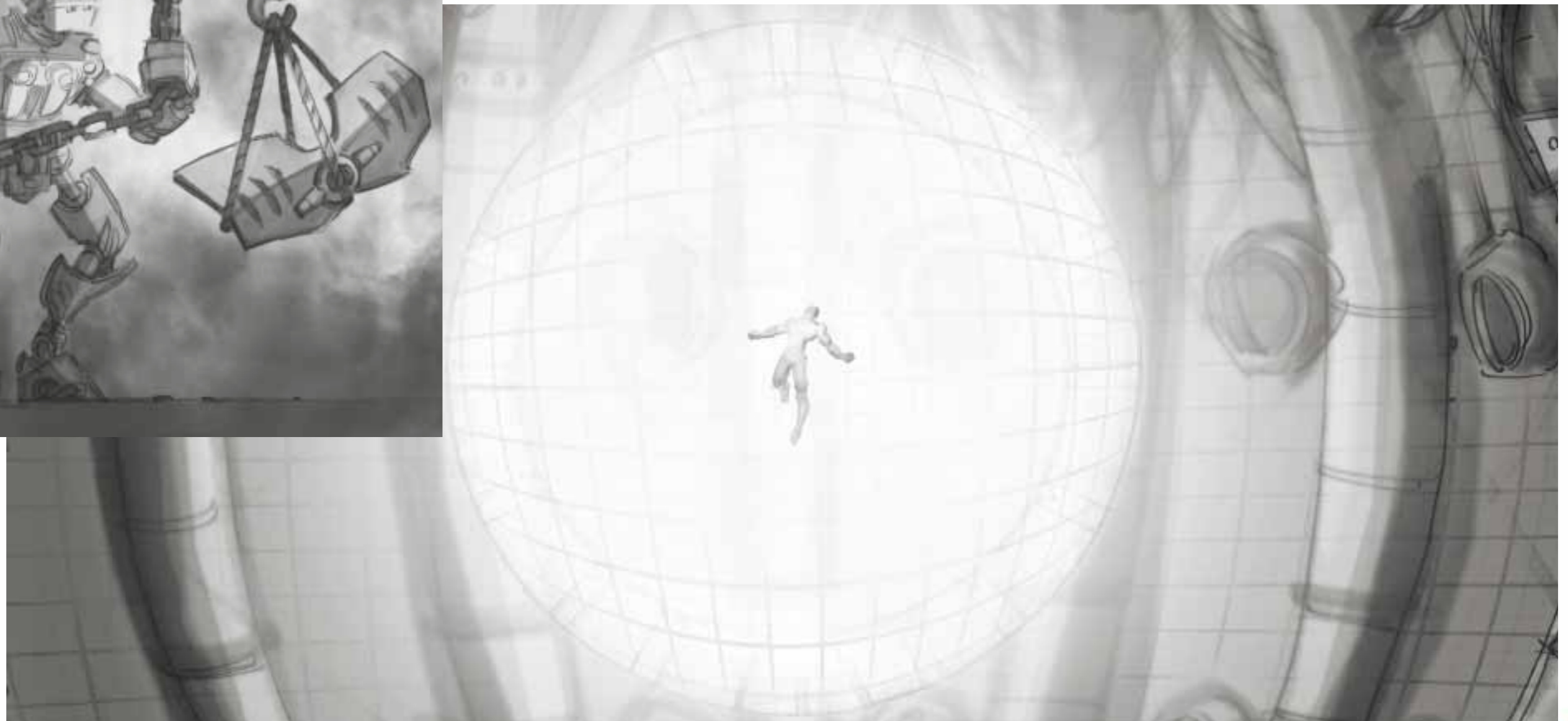
The Making of a Hero



Different hero parts such as hands, legs and torsos are formed in the Basic Assembly. These parts are then put together in the Assembly Tower to create a hero. The final piece to be inserted is the hero core; the insertion of the core marking the birth of the rookie. What was before just inanimate parts are combined to form a sentient being.

Rookies participate in shooting practice, close combat training, athletics, jet pack training, etiquette etc. and must complete three training missions (reenactments of real hero missions) inside the Training Spheres to be deemed ready for supercharging.

Supercharging marks the final step in the transition from rookie to fully-fledged hero.



The Making of a Hero



Left: A rookie fresh out of Hero Construction (note how the core is not yet sealed as it is yet to undergo supercharging).

Right: Rookie in training (as indicated by the helmet).

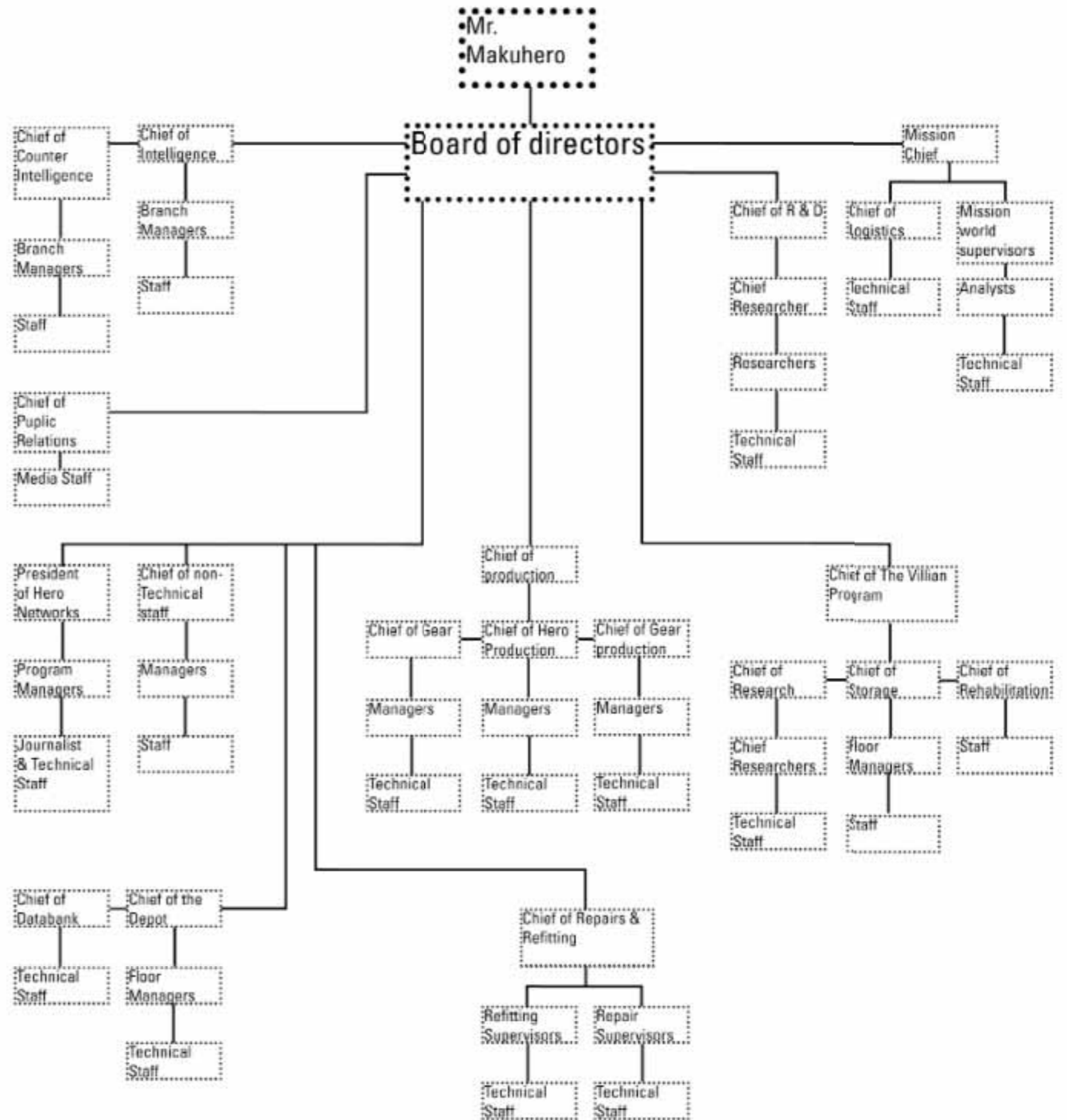


Left: A fully-fledged Hero (note how the supercharging has coloured his plating).

Right: A Hero returned from mission.

The Making of a Hero

Though Mr Makuhero has the final say, the Factory is run by a staff of close to 10,000 highly-skilled robots. Scientists, designers, administrators, supervisors, assembly workers, trainers and, last but certainly not least, heroes!

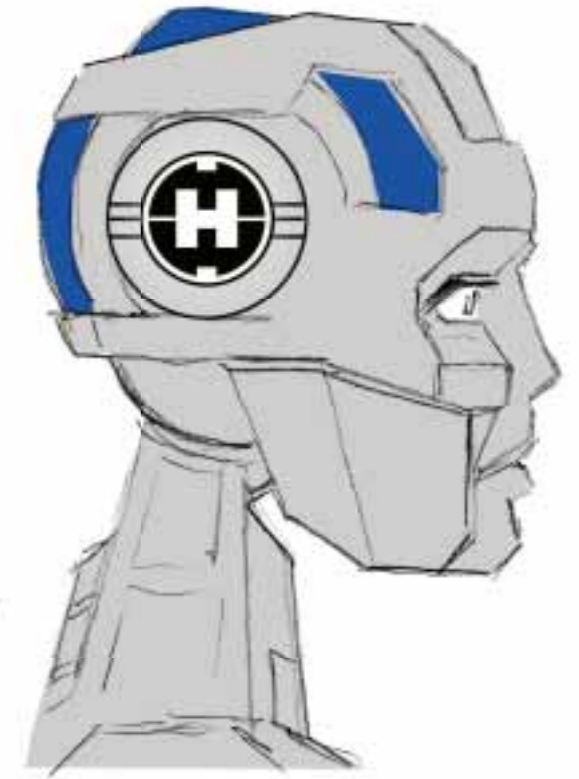
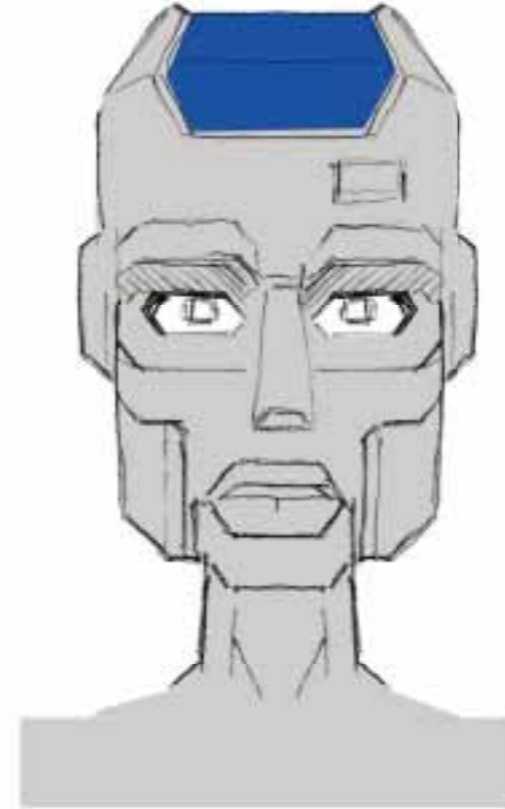
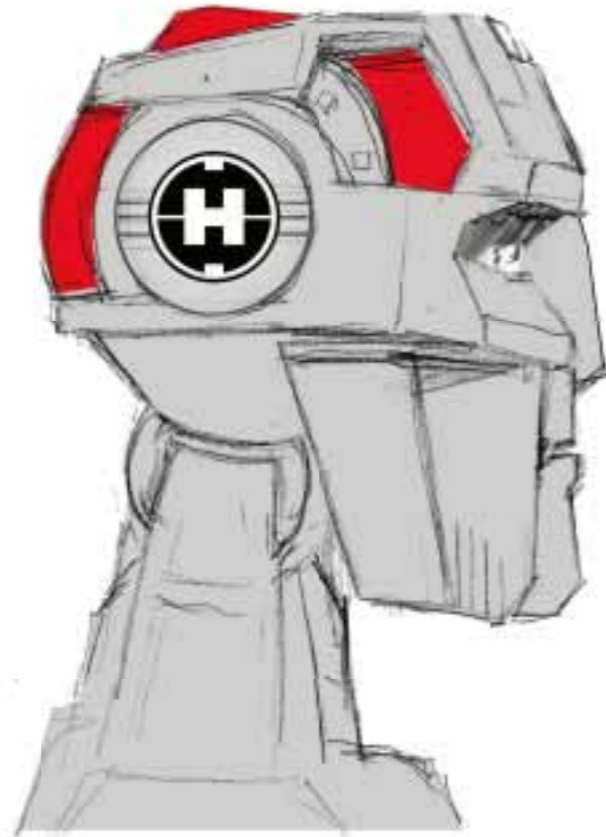
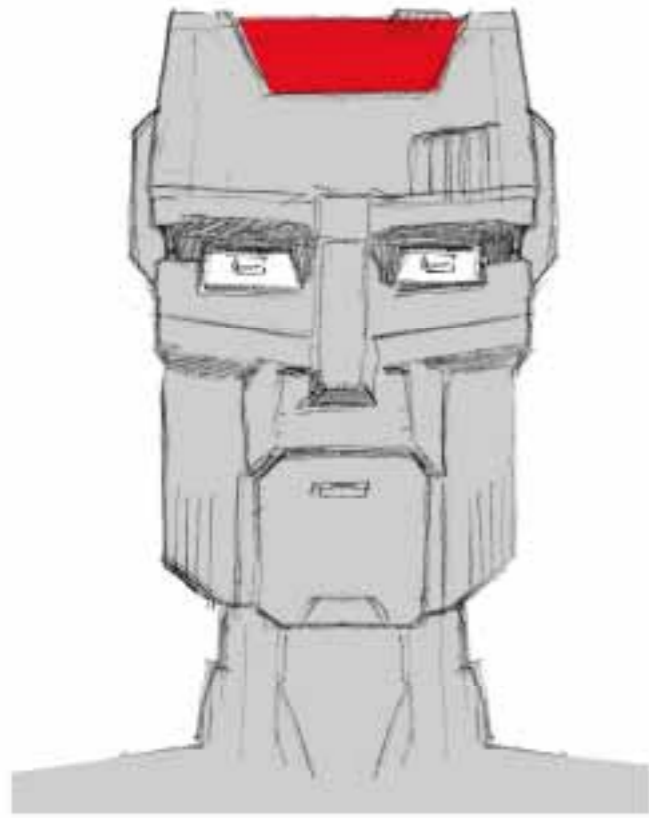


Training



The newly built rookie is tested with a myriad of trials and ordeals designed to disclose whether the would-be hero has got what it takes to become a protector of the universe. This process could be compared to the testing of a fine piece of hardware such as a jet engine or sports car. If a hero does not meet the requirements, he is sent back to the Assembly for testing and refitting.

Faces and Expressions





Team Stormer





Hero: Preston Stormer

AKA: The Ol' Pro

Profile: A tough, mission-hardened, no-nonsense veteran

Quote: "I'll handle this."



Hero: Jimi Riff

AKA: Supersonic

Profile: A sound blasting Mr Perfect

Quote: "Hello Neptune! Let's rock!!"

Hero: Duncan Bulk

AKA: The Behemoth

Profile: A good-natured, somewhat clumsy muscle-bot

Quote: "It was already broken!"

Team Blaze





Rookie: William Blaze

AKA: Young Blood

Profile: A whiz-kid daredevil with, some say, the purest hero core in history

Quote: "Let's do this the right way."



Rookie: Mark Surge

AKA: Livewire

Profile: A bold, temperamental rookie ready for action

Quote: "Yeehaaaaaaaaa!"

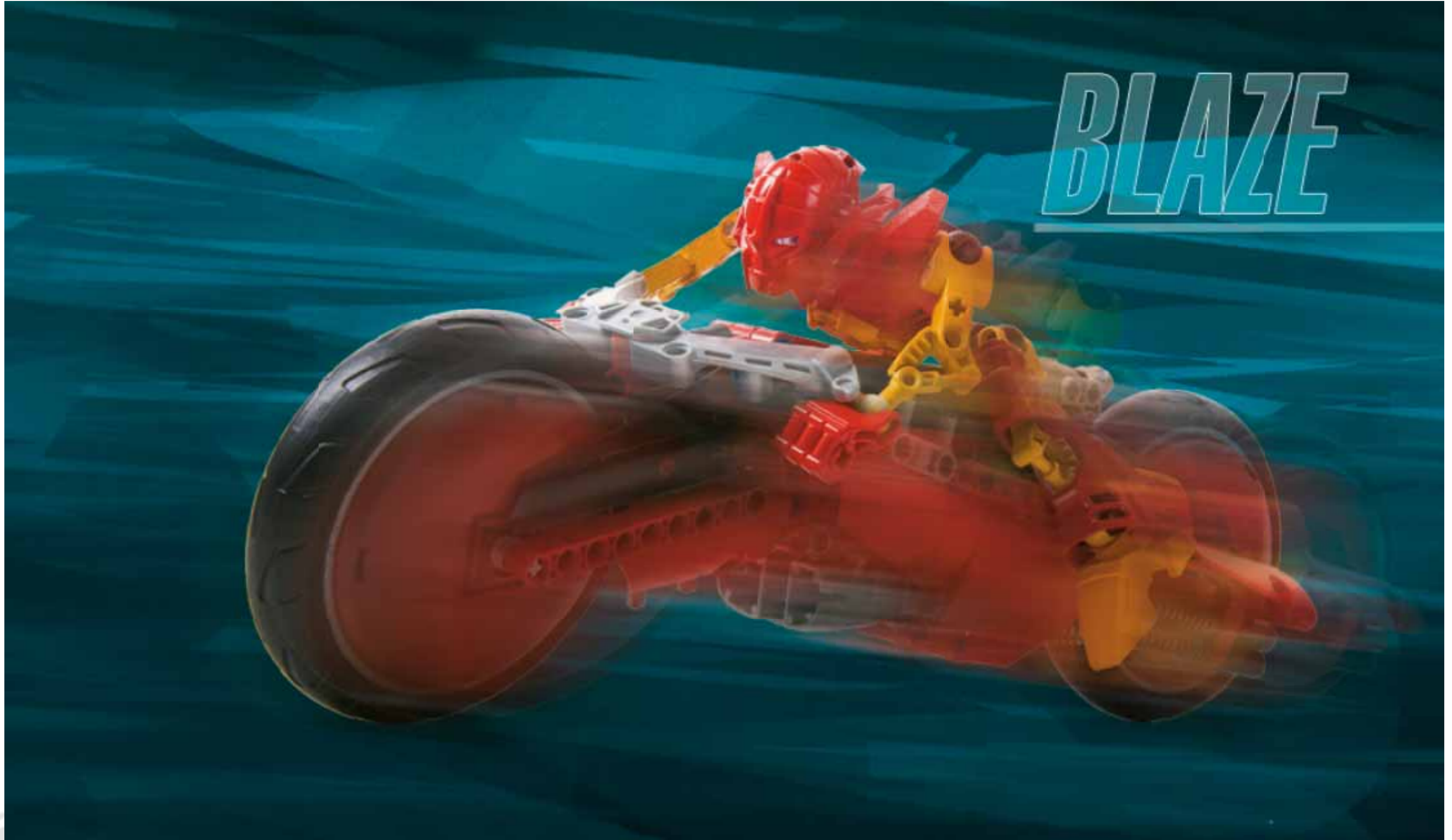
Rookie: Natalie Breez

AKA: The Whirlwind

Profile: A swift, agile heroine with an attitude

Quote: "You think THAT was fast?!"





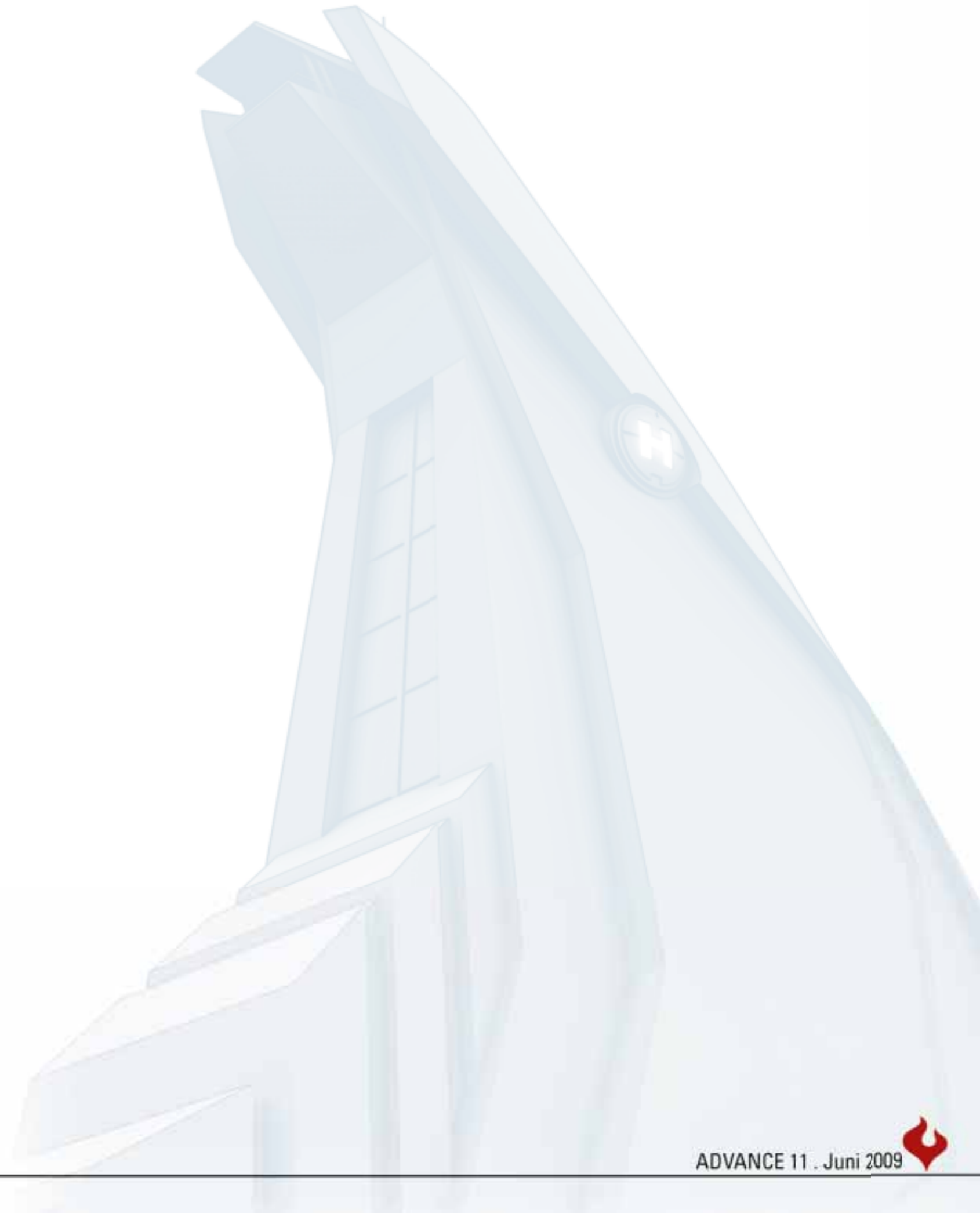
Mr Akiyama Makuhero

An ancient being who understands and worships the power of the Quaza, little is known about the mysterious Mr Makuhero. Attempts to engage the wily old philanthropist quickly turn to a discussion about the Quaza Rock. Not surprisingly his biggest fear is that the precious stone will fall into the wrong hands and be used for personal gain. The Hero Factory and its division of Quaza Rock into smaller pieces (through implementation in heroes) is therefore Makuhero's way of not only protecting the universe's citizens from harm, but further ensuring the Quaza remains unmolested.

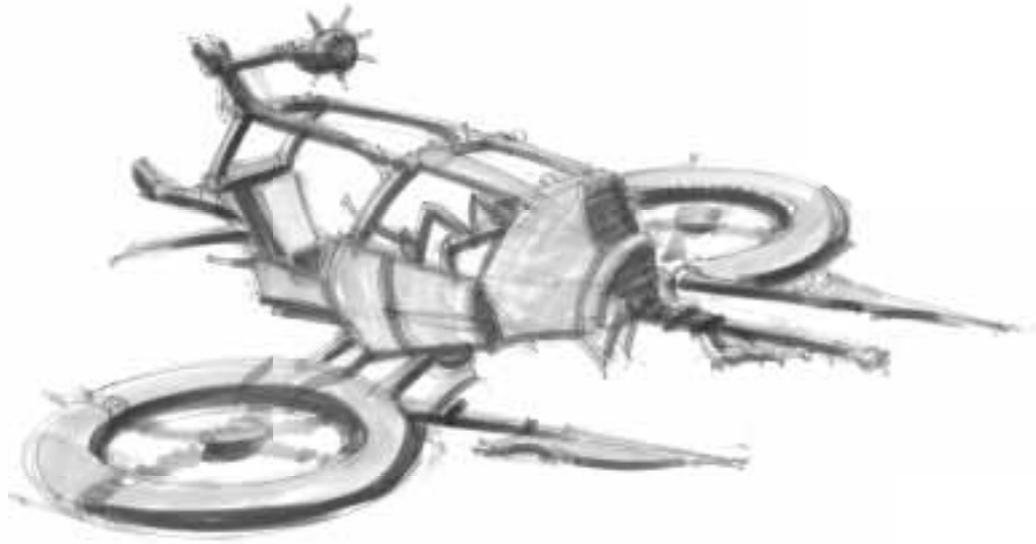


The Gear and the Gadgets

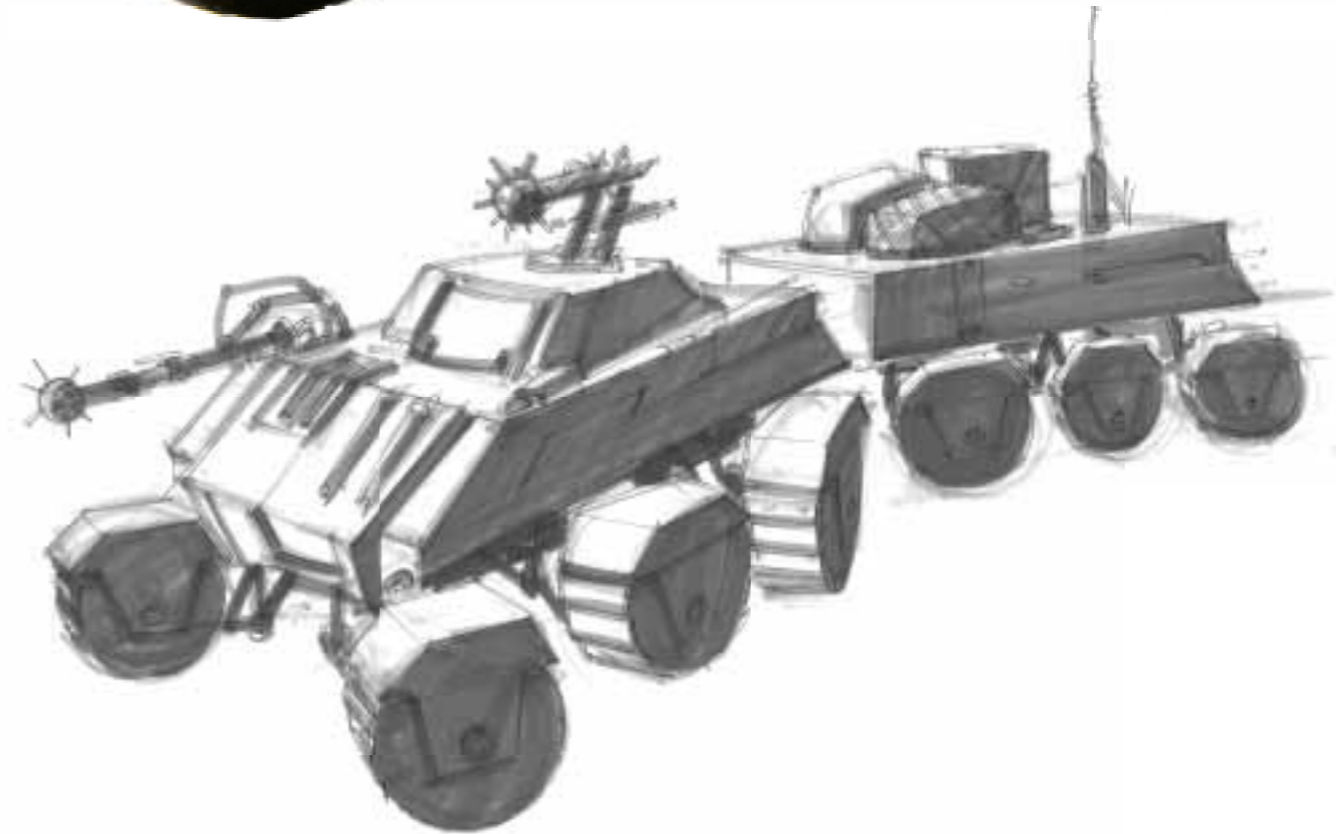
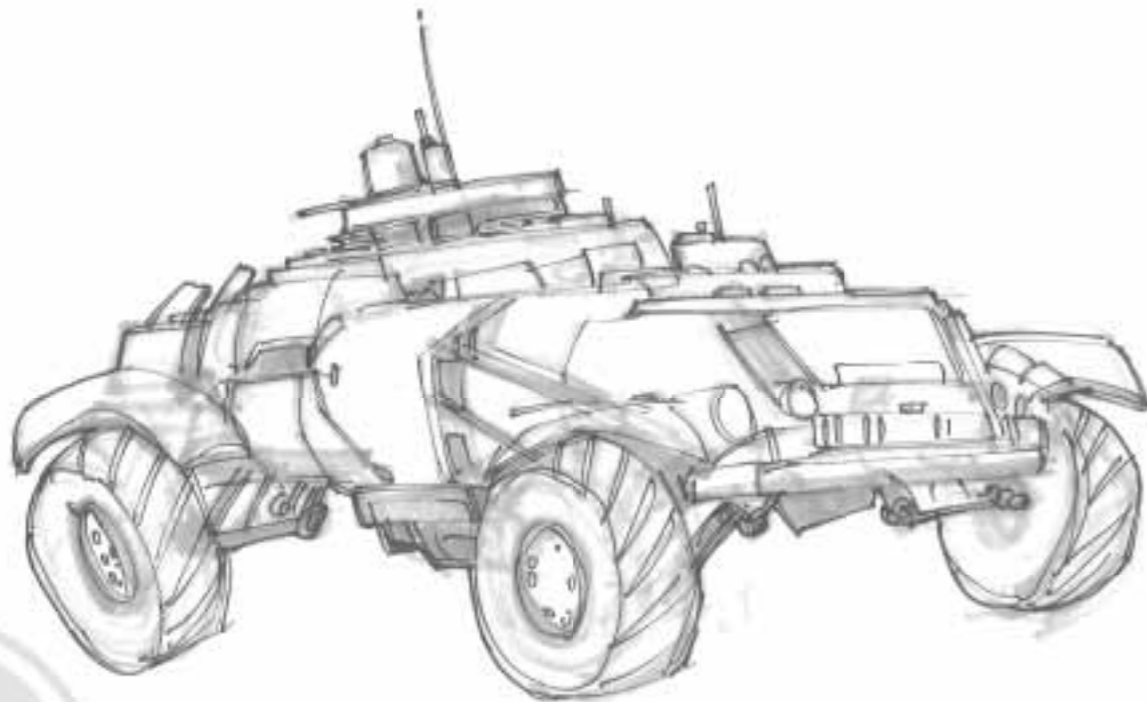
- Weapons, Gadgets, Vehicles and Transportation



Weapons, Gadgets, Vehicles and Transportation

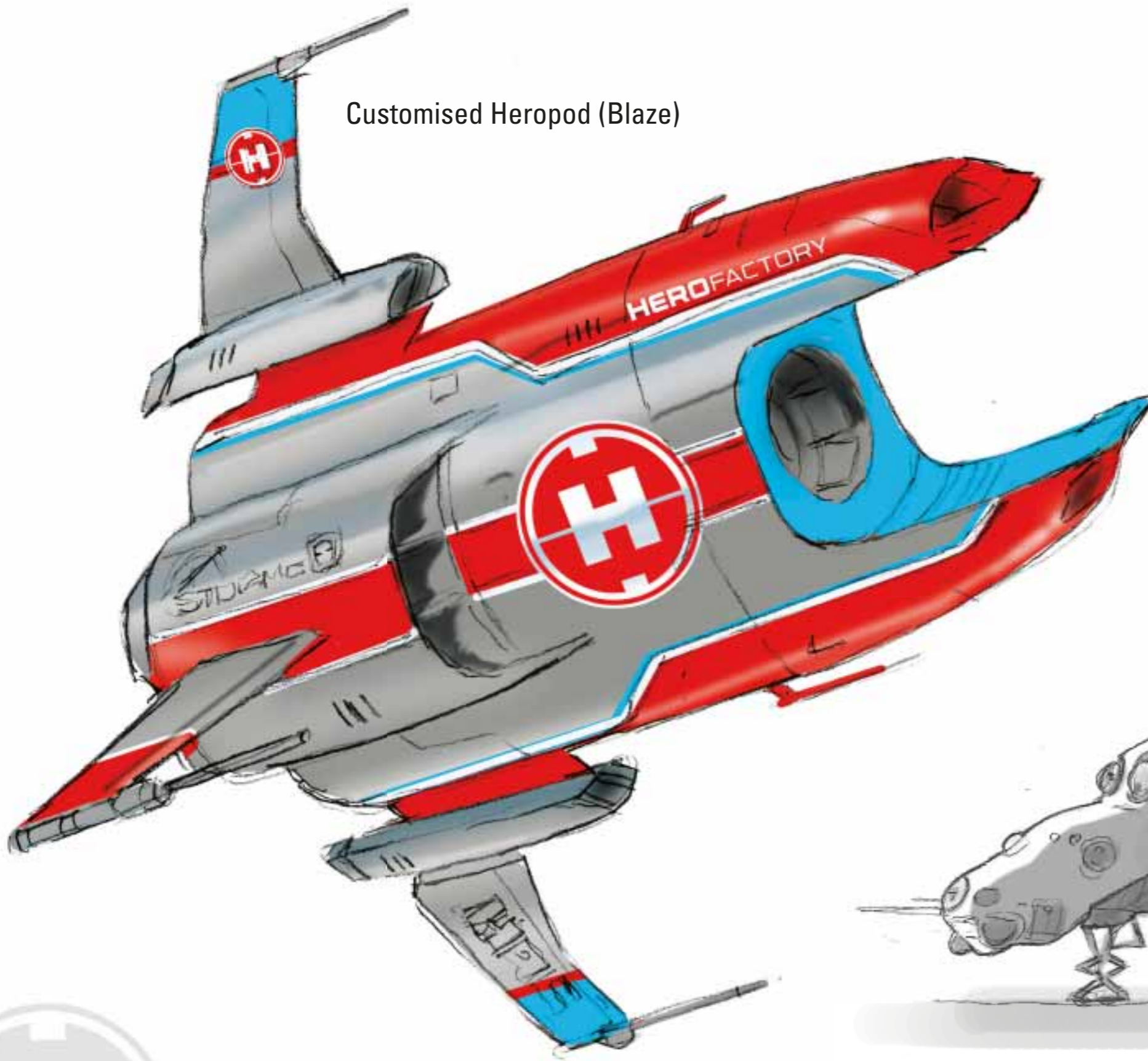


Though they'd never admit it, heroes would be lost without the myriad selection of gadgets and equipment produced by our Experimental Gadget Research Centre. Here's just a few of the fantastic gizmos, used in the service of villain elimination over the past 12 months.



This spring, the Department for Advanced Logistics came up with some amazing new designs: a series of exploration vehicles able to cross terrain that until now has been impassable.

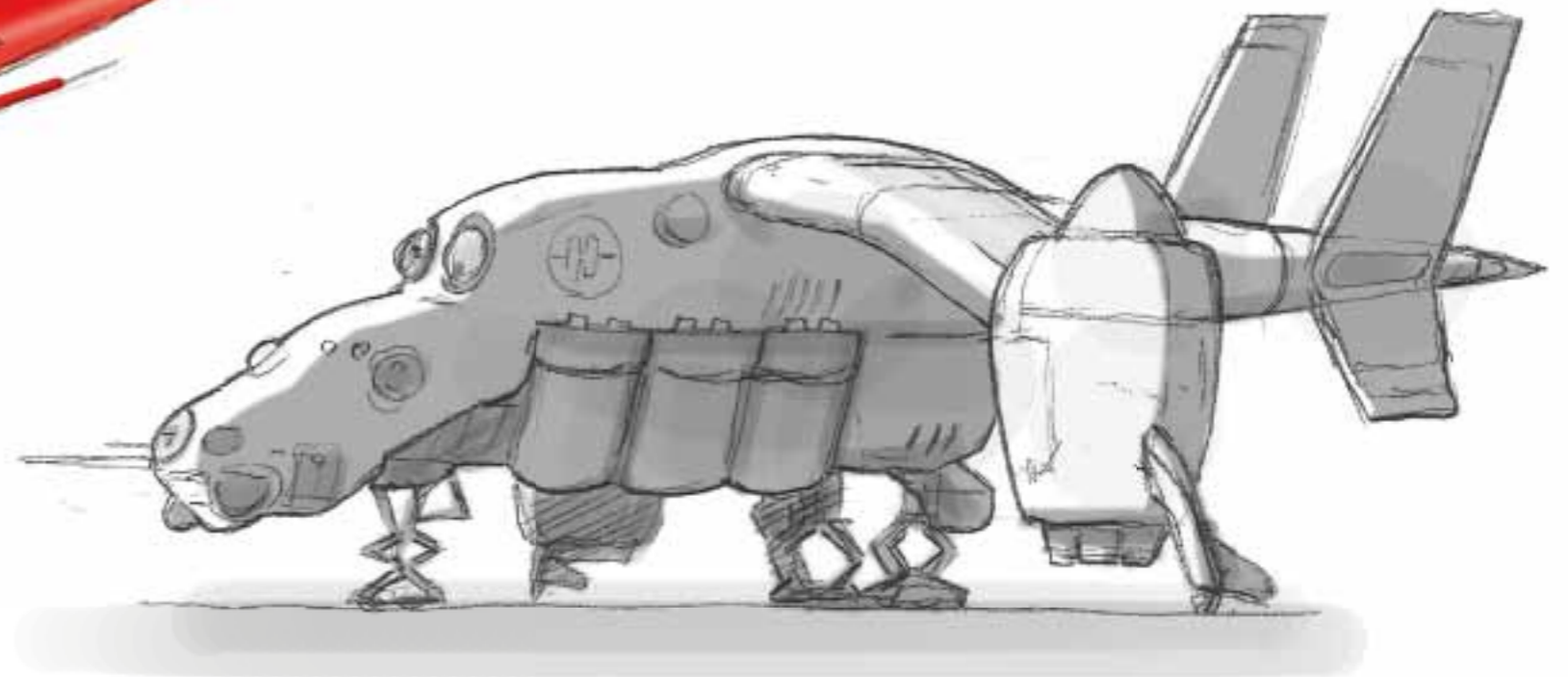
Hero Pods and Dropship



Customised Heropod (Blaze)



Rookie Pod



Semi-Class Dropship

Missions

- Locations
- Mission Types
- Villains



Locations



Missions take the heroes across the universe to a number of different environments.

As such, opportunities for unique missions abound. While planets tend to fall into somewhat standardised social and technological patterns, there is an almost infinite variety of terrain and circumstances available, making each mission unique.



Mission Types



Each mission is reviewed by a team of specialists who work with the Research Department to provide appropriate gadgets for heroes. If heroes require heavy gear, they are retrofitted in the Factory, and if there's time, they will do some training with their new gear prior to the mission. Most often, however, teams are picked because of their familiarity with required equipment.



Villains



There are many more villains than heroes. And there are more popping up all the time. But the Hero Factory is efficient. Villains, by their nature, are not. They're generally also stupid, which keeps their numbers to a manageable amount.

Super Bad Guys are a different story. Some are infamous and widely sought. Others prefer to lurk in the shadows and pull strings from afar. It typically takes a full hero team to defeat these kinds of villains; sometimes more than one. Given the size of the universe, the number of villains and 'supervillains' cannot be quantified. The following villain profiles were drawn from a recent mission:



Villain: Von Nebula

AKA: The Mastermind

Profile: A notorious supervillain with a serious grudge against the Hero Factory

Quote: "The world will tremble when I have my revenge!"



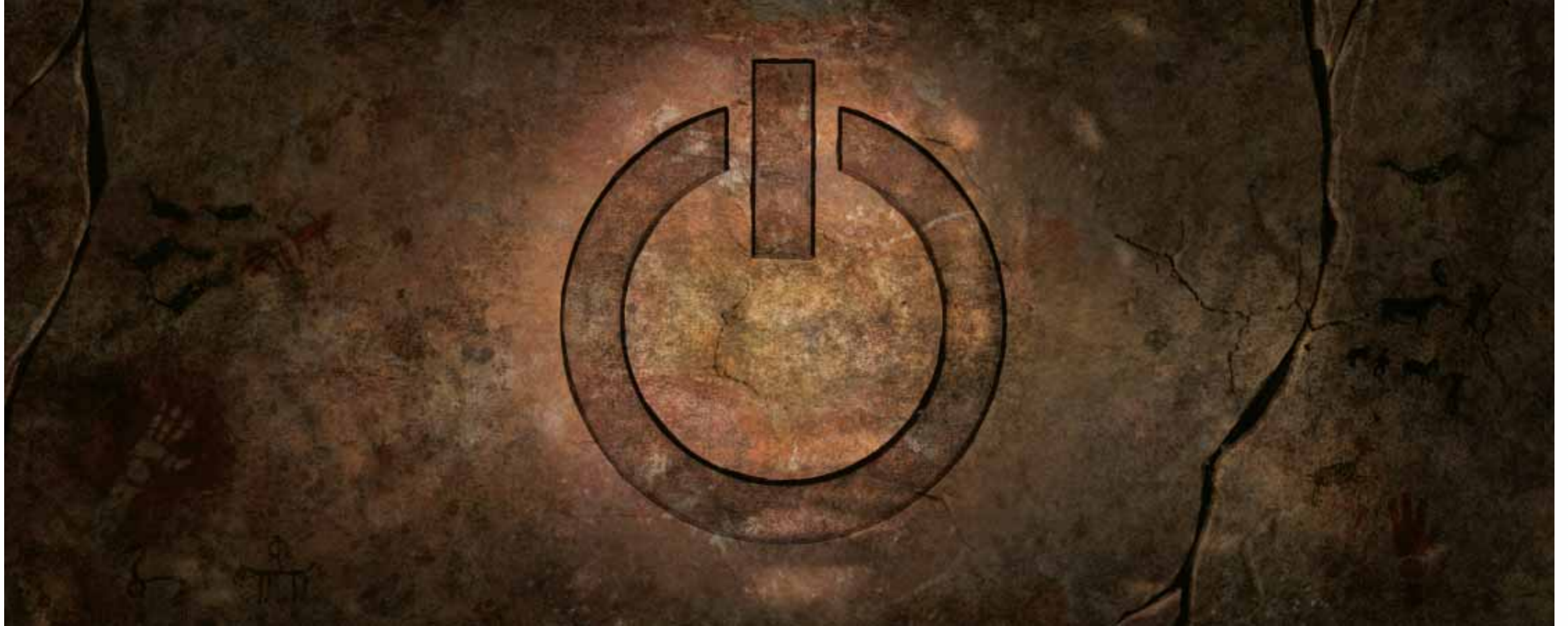
As part of his evil scheme Von Nebula works with four hired guns to wreak havoc among the ranks of heroes. Each with their destructive specialty, these goons are a tough bunch.



Back Story and Mythology



Ancient History



At the dawn of time, two robot peoples, the *light-bots* and the *shadow-bots*, evolved on the Red Planet. The light-bots lived above ground while the shadow-bots dwelled in subterranean caves, holding on to a single light source known as Quaza Rock.

Eons later, the shadow-bots, who had kept the memory of the light-bots intact through storytelling, began to long for reconciliation. They decided to send an ambassador into the world above, bringing with him a token of friendship; a piece of Quaza. None dared to volunteer, until finally the leader of the shadow-bots, King Makuhero, undertook the mission.

The shadow-bots waited years for the king's return until finally their hopes perished along with the dying embers of their last remaining Quaza. The king had been the only one to know the location of the Quaza — and now he had disappeared.

Ancient History



As panic broke out among the shadow-bots their circuits overflowed with rancor and they swore a cruel revenge on the 'vicious' light-bots who had evidently killed the Shadow King.

In reality the king's fate was far from what the shadow-bots imagined. He had ascended peacefully into the light where he had met with his ancestral brothers who had invited him to their city. Here he had given the Quaza to the technologically-advanced light-bots who had made a heart core from the precious material and offered it to the ambassador as a token of good intentions.

As the king of the shadow-bots took out his old core and replaced it with the one made by the light people, his life was irreversibly changed. His eyes were opened and his physical abilities were enhanced. Never again would he be able to return to the Underdark. He wanted to live in the light, and even without thinking, he gave away the secret location of the Quaza.



Ancient History



Below ground the shadow-bots longed for revenge and civil war was inevitable. The shadow-bots emerged from their caverns in great numbers, almost overwhelming the light-bots. In the end, the light-bots would have succumbed to the onslaught. They were saved from extinction by one thing: the Quaza.

Remembering the effect the Quaza core had had on the ambassador, the light-bots dug up a large chunk of Quaza and from this they began producing heart cores to be fitted into the chests of their bravest. These robots were known as the first heroes.

The civil war claimed a heavy toll from both sides and Makuhero, the ambassador, was burdened with guilt. He decided that he must end the slaughter. He had attained a high position among the light-bots and advised that the Quaza facility be built into a space ship. This was carried out, and eventually the huge factory was able to take off, bringing with it the surviving light-bots and the chunk of Quaza.



A new home

Finally, the light-bots located a small and secure planet far away from their original home. Slowly, a city began to form around the Quaza facility. They called this settlement Makuhero City to honor the leader who had brought them to the new, peaceful planet and ended the civil war.

Time passed and the light people lived in peace. The fact that the Quaza facility was a spaceship passed out of knowledge. The only one who lived to remember the Red Planet was Mr Makuhero, whose unique combination of having a hero core and shadow-bot body had given him unsurpassed longevity. Driven by a desire to restore the balance he had spoiled in his youth, and bring peace to the universe, he transformed the ancient Quaza facility into a factory that produced heroes.

His personal chamber in the factory is the bridge of the space vessel. Should the need ever arise, Makuhero can command the space craft to safety once again.



Style Guide: Version 1

- Corporate Identity of the Hero Factory

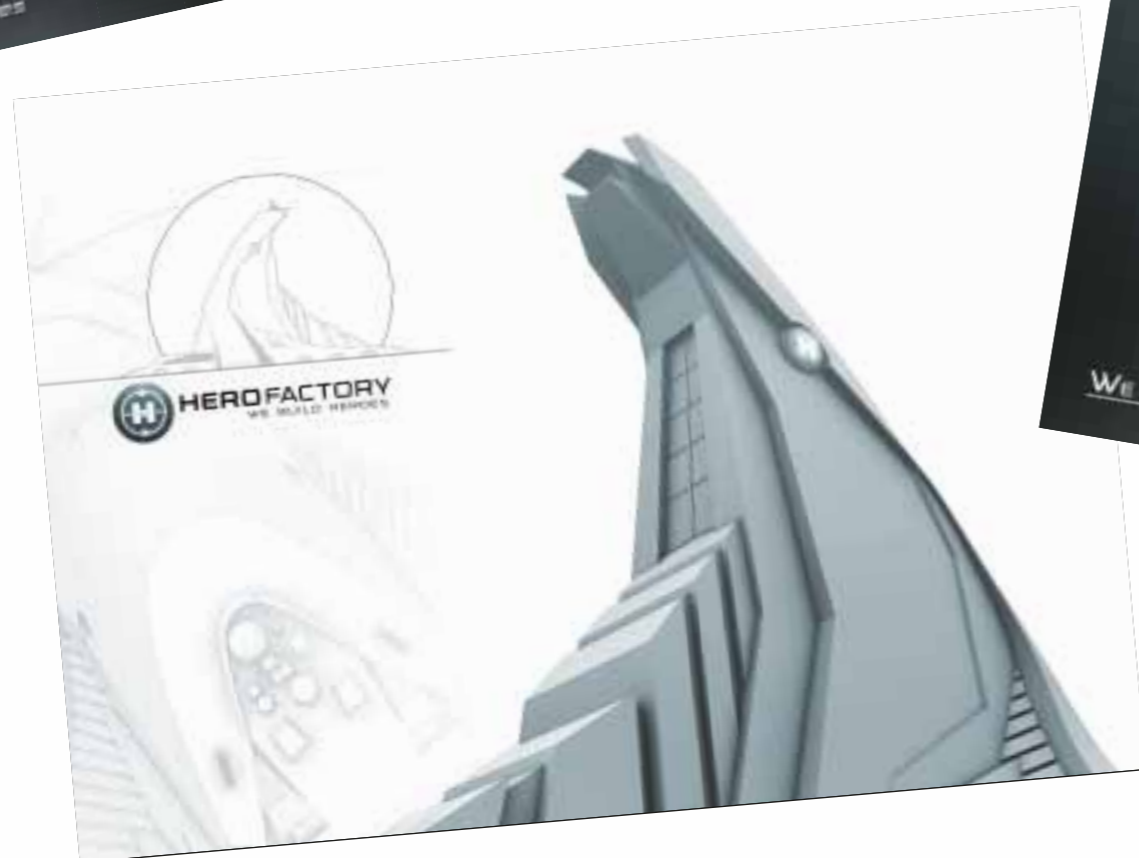


We BUILD HEROES™

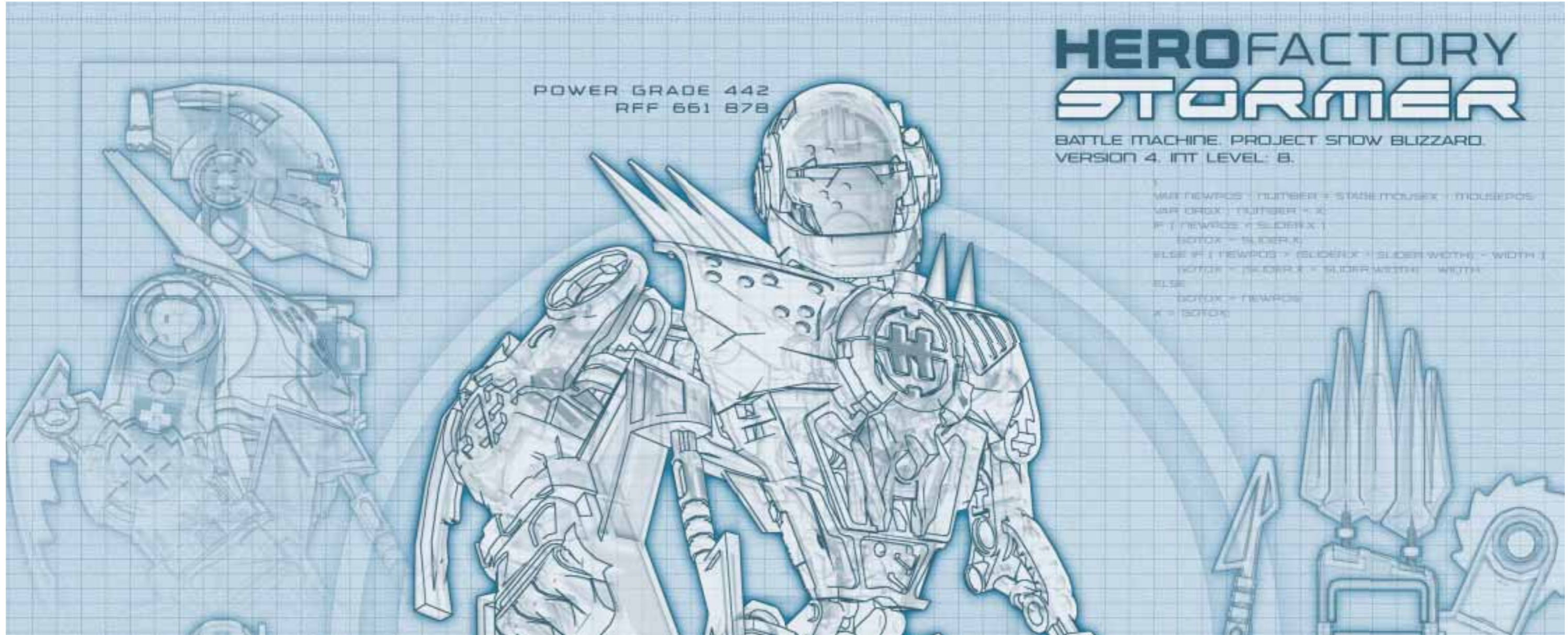
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Corporate Identity

As it is of vital importance that people know that the Hero Factory exists and remember its name at the right time, the Hero Factory has created a strong corporate identity, ranging from logos and stationary to the design of heroes and the Factory itself.



Corporate Identity - Technical



This identity significantly strengthens the coherence and the feel of the intellectual property and provides a solid platform for communication and promotion.

The core of the Hero Factory experience is the buildable action figure. The stories and characters of the Hero Factory take the potential of LEGO buildable action figures to an entirely new level.

The only place in the universe where heroes are built, Hero Factory is therefore uniquely placed to take ownership of the category.

Corporate Identity - Hero



Corporate Identity - Departments



The future looks bright...


As long as evil continues to rear its ugly head, the Hero Factory will be there to ensure peace reigns in the universe. The coming year sees the expansion of our Intergalactic Call Centre – complete with another 40 emergency response consultants – ready to handle calls from new markets in 12 quadrants.

Marketing and promotional activities across the board should also help boost traffic in areas where the Hero Factory currently operates.

Of course, your assistance and input in these endeavours are greatly appreciated. Ideas and initiatives you believe will add to the growth and development of the organisation are welcomed and you should not hesitate to contact your local Hero Factory representative.

These are exciting times. The forces of evil are not easily thwarted, but then neither are the steadfast employees of the Hero Factory. We look forward to taking the fight to the bad guys, maintaining peace in the universe and continuing to provide the kind of invaluable villain-vanquishing service for which we've become famous.

Here's to the future. Here's to the Hero Factory!



WE BUILD HEROES