



OOZ & OZ MORPH-O-SCOPES FACT SHEET

Concept Description:

OOZ & OZ Morph-O-Scopes are ingenious activity toys inspired by a 16th Century Chinese optical illusion device called an "anamorphoscope." Anamorphoscopes were used by Renaissance artists and spies to conceal dangerous messages.

The device consists of two parts: a mirrored cylinder and a stretched, unrecognizable, printed image. When the cylindrical mirror is situated on the mysterious image, the mirror miraculously "decodes" the morphed image into an absolutely perfect picture reflection.

Crayoning the printed distortion to make color appear in the right place in the perfect-picture reflection is an engaging, brain-bending challenge - unique visual play that nurtures spatial intelligence, tests logic, sparks imagination, exercises hand eye skills, & stimulates inquiry, while delivering giggly fun for ages 5+.

Concept Platform Applications:

Arts & Crafts, Educational Toys, Party Goods, Tabletop, Restaurant Hospitality, Special Events, Premiums, Web-Interactive, Publishing, Direct Mail, Museum Installations, Commercial Interior Design.

Current Products & Services:

Morph-O-Scopes Kits, Packets, Party Fun Packs for 8, Mirror Decoders, Online Morph Subscription, Custom Morphing, Morphing Workshops, Morphed Kid-Art Coloring Book Fundraisers

Product Safety: Products are USA-made. Components meet or exceed all relevant CPSC standards.

Awards and Recognition: 25 national toy honors, universal reviewer acclaim and high public praise

Website: www.OOZandOZ.com

Video: <http://tinyurl.com/Morph-O-Scopes>

Image Morphing Software: Developed and wholly owned by Myrna Hoffman and OOZ & OZ, llc.

Registered Trademarks: "OOZ & OZ", "Morph-O-Scopes", "Mirror-aculous"

Utility Patents: 4,909,501, 5,247,724

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Personal Awards: **2004** winner of SBA Entrepreneurial Success Award, Washington DC
2001 winner of Oprah's Oxygen Media "Build Your Own Business" contest

Profiled in Books **2010** *What Should I Do with the Rest of My Life*, by Bruce Frankel, Penguin
1998 *From Indian Corn to Outer Space: Women Invent in America*, by Penny Showell, Cobblestone Press