



**BIN CODE**

# About

**PINCODE** is a global program aimed at involving children in the world of innovation, the development of their creative and inventive abilities.

## **The mission of the project:**

- Creating innovative learning environment for the formation of inventiveness and engineering thinking in children and teenagers.
- Present scientific knowledge to children as an exciting adventure and involve them in the educational process.

## **The long-term strategy:**

- Development of the federal infrastructure for the children inventiveness and technical creativity.



# Episode structure

Every episode contains an important and valuable science lesson. The crew members, under the leadership of Captain Pin, explore the principles of physics, chemistry and biology while traversing the world as we know it. Each has their own unique personality and strengths, bringing humour, fun and friendship to every challenge.



# PINCODE series

Start of broadcasting of series on Channel One since 2012

Start of the second season of series on Channel One in the fall of 2014

Start of the third season of series on Channel One in January 2017

Launched in China on digital platforms and CCTV kids in March 2017

## Synopsis:

PinCode sees the KikoRiki cast all grown-up and rocking the world with their scientific superpowers. In pursuit of scientific knowledge, the team travels the universe in their unique exploration vehicle, the Umflier, which can move them in time, space, volume and dimension. From underwater troublesome fun to shrinking to the size of an atom, the crew follow Captain Pin as they learn about the world we share.

## Audience:

The project is aimed at families with kids under 11 years old.

The core of the target audience is children from 4 - 7 years old.

## Number of episodes \* Minutes:

Season 1: 52 x 13-minute episodes (CGI 3D)

Season 2: 52 x 13-minute episodes (CGI 3D)



# BROADCASTING



Digital platforms



NETFLIX



öko

MEGOGO



Ростелеком



ПРИКОЛОР ТВ

КиноПоиск+





## The plot

The plot is built around the phenomena of **science and technology** that Pin and Dokko explain to the other Kikoriki through **educational and spectacular journeys and experiments**.

To whichever dangerous journey Kikoriki may go and whatever may happen to them – the tips they learned from their clever friend Dokko and inventions of craftsman Pin will always help.

In the series "PINCODE" the characters face for the first time **different scientific phenomena** and also hear a detailed story about them.

Pin invented a machine "Umflier" that is able to move on land, on water and in outer space. With this machine Kikoriki will **make a lot of discoveries, learn interesting scientific theories and experience** new and exciting adventures!

This way Kikoriki begin to realize how **diverse and unusual our world is**.



# Characters

## KIDS

The life of the party, **Krash** is always keen to get everyone involved. He has strong opinions and is brimming with curiosity. A true friend, **Chiko** balances Krash's energy with calmness and prudence. Even though he's shy, he loves to learn and is a real peacekeeper.

**Bibi** is a little genius robot child created by Pin. He is extremely curious and eager to learn. He is a sensitive kid.

## TEENAGERS

**Rosa** is a true teen and just wants to be seen as a grown-up already. A little moody, she's always headstrong and definitely makes an impression!

**Wally**, on the other hand, is a big thinker with a poetic soul. A sensitive romantic, he's philosophical and contemplative.



# Characters



## ADULTS

### Olga & Carlin

Passionate about sports and a healthy lifestyle advocate, Olga is a fussy and strict old lady, yet she is very kind and always ready to help. Carlin, on the other hand, is a very imaginative and adventurous actor, his stories impress and fascinate everyone.



### Dokko & Barry

Civilised but absent-minded, Dokko always has time to field questions from kids and chat about science. Quiet and conservative Barry is practical, and resolves problems with ease, wisdom and warmth.



### Pin

An inventor and mechanical genius, Pin is full of ideas – and surprises. He finds unexpected solutions and explores the world with insatiable curiosity.

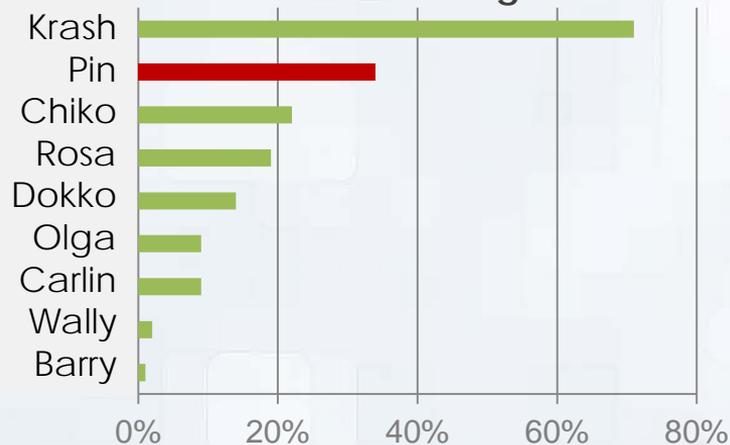


# Leading character – Pin

- The lead character who gave the name to the project "PINCODE" is Pin from the series "Kikoriki", mechanic and inventor, who always finds unexpected and bold solutions.
- According to the opinion poll **Pin is recognized as the most intelligent, resourceful and talented character by 48% of viewers of the series "Kikoriki"**. Many boys said that they would like to be like him.
- High popularity of Pin contributed to the creation of a new series, where **he becomes the protagonist, and science and technology - the basis for the storyline.**



Characters rating



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