

## Designstorm's 'Eon Kid' makes a Splash in America

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Entire line of Eon Kid toys will hit stores in January.

Los Angeles, CA - November 6, 2007 ,The animated series 'Eon Kid'(also known as Iron Kid)is now the most viewed show among children between the ages of 2 to 11 in open-broadcast on Saturday mornings. The series, originally created by Designstorm Animation Studio in Korea, debuted on September 22 on the Kids'WB! Saturday morning block and reportedly earned a 1.9/8 rating on October 13, becoming the No. 1 rated show out of forty shows that have the same target audience.

According to Jungsook Sohn, CEO of Designstorm, "We are very excited about such a good start. Since 'Eon Kid'is a newcomer, as the story progresses the show will become more lively and speedy, and kids will find it more exciting and interesting.?"

As the show pulls rating, the toy and licensing business of 'Eon Kid'are positioned to spur on. Playmates Toys, Inc. has made exciting lines of Eon Kid toys including action figures, vehicles, transforming figures and role plays, and has sold their entire line of toy selections to nearly 2,000 Wal-Mart stores and all Toys'R's stores for January placement.

Co-produced by Designstorm, BRB Internacional, Manga Entertainment and Daewon Media, 'Eon Kid'(Iron Kid) is a made for TV action adventure 3D animation about a boy named Marty, who used to live a simple life in the vast desert with his stepfather, Charlie and pet robot dog named Buttons. 'Eon Kid'combines eastern martial arts action and the traditional, popular genre of robot fantasy. It features over 100 robots, each with their own special abilities derived from Chinese kung fu, Japanese sword fighting, American boxing and Korean tae kwon do.

The show has been enjoying international success with airings on Canal Clan, TVE-2 and Jetix in Spain, Jetix Latin America and KBS in Korea. Spanish public broadcaster TVE will soon begin airing the series on weekends on its first channel, TVE-1, and it will also debut in open-broadcast format in Italy, Portugal, Russia, Bulgaria, Middle East, Ecuador and Turkey.

Michelle Sunju Kim

[michelle@designstorm.com](mailto:michelle@designstorm.com)

Director, Marketing & Business Development

Ph. +82 2 518 3594 / Fax +82 2 518 3815

[www.designstorm.com](http://www.designstorm.com)

### CONTACT INFORMATION

Amber LEE

KOCCA USA

[la@kocca.kr](mailto:la@kocca.kr)

(323) 935-5001

About KOCCA (Korea Culture & Content Agency)

The Korea Culture & Content Agency (KOCCA) is the creative content division of South Korea's Ministry of Culture & Tourism. KOCCA is committed to fostering the growth of Korean creative content such as animation, online gaming, cinema, music, and mobile content in the United States.

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