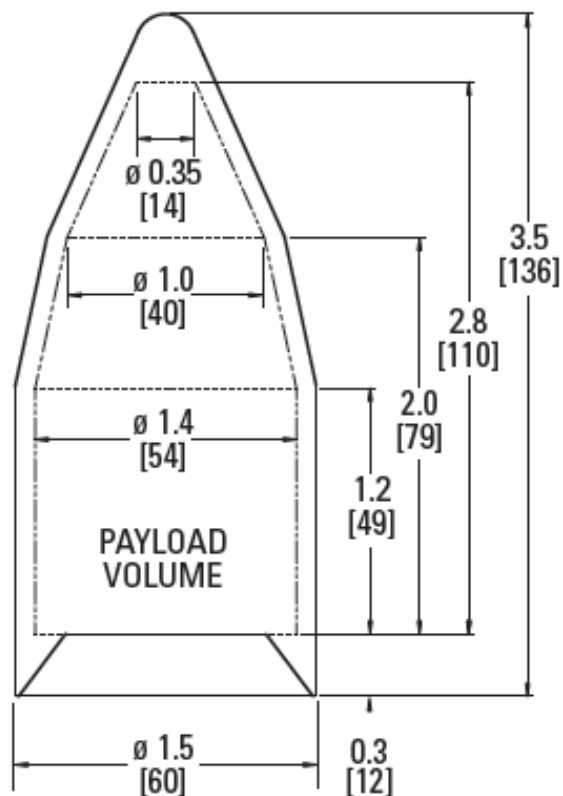


Easter Bunny™ Space Ventures

What's in your basket?™

ANNOUNCEMENT #1: Introducing the Prenid Spacecraft

Easter Bunny™ Space Ventures is presently designing a low weight spacecraft for lunar exploration, called Prenid. "Prenid" comes from the medical term for infants before implantation. The name was chosen because it reflects our effort to "implant" on the Moon. ("PRE-nid")

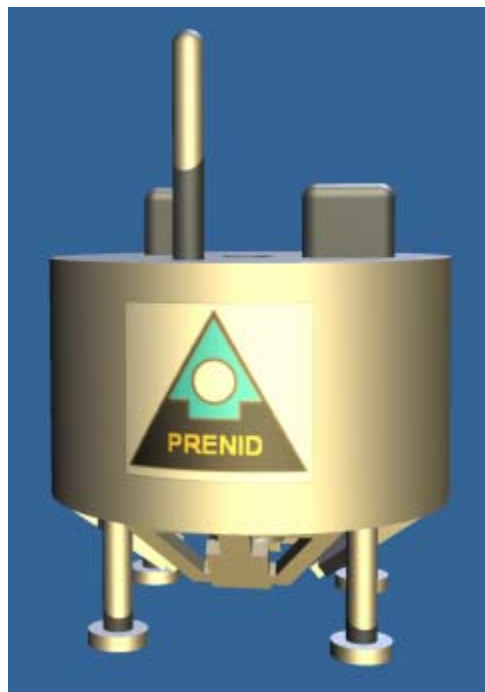
Prenid Spacecraft

The Space X Falcon 1 Fairing
Dimensions: meters, [inches]

Above is shown the Prenid spacecraft (right). The Prenid spacecraft is designed to fit within the payload fairing (left) of the Falcon 1 rocket built by the Space Exploration Technologies Corp. (Space X). The Falcon 1 rocket will boost the Prenid spacecraft into Earth orbit. ("Fairing" means the rocket's nose cone.)

After being lifted into Earth orbit by the Falcon 1 rocket, the Prenid spacecraft will have to journey to the Moon and land on its own. The Falcon 1 rocket is very small and is not normally used for lunar exploration. Instead, it was designed to take satellites into orbit around the Earth. No one has ever made a controlled landing of a spacecraft on the Moon using a rocket this small before. Because the rocket used to lift the Prenid into Earth orbit is so small the Prenid spacecraft also has to be very small.

The entire Prenid spacecraft, which includes the propulsion system for getting to the Moon, weighs less than 425 kilograms (935 pounds). The spacecraft stands just under 2.8 meters (9 feet) tall. At its widest, the Prenid is just under 1.4 meters (4.5 feet). It is so small you could fit it in the back of a long bed pickup truck with the tailgate down! Now that is small.

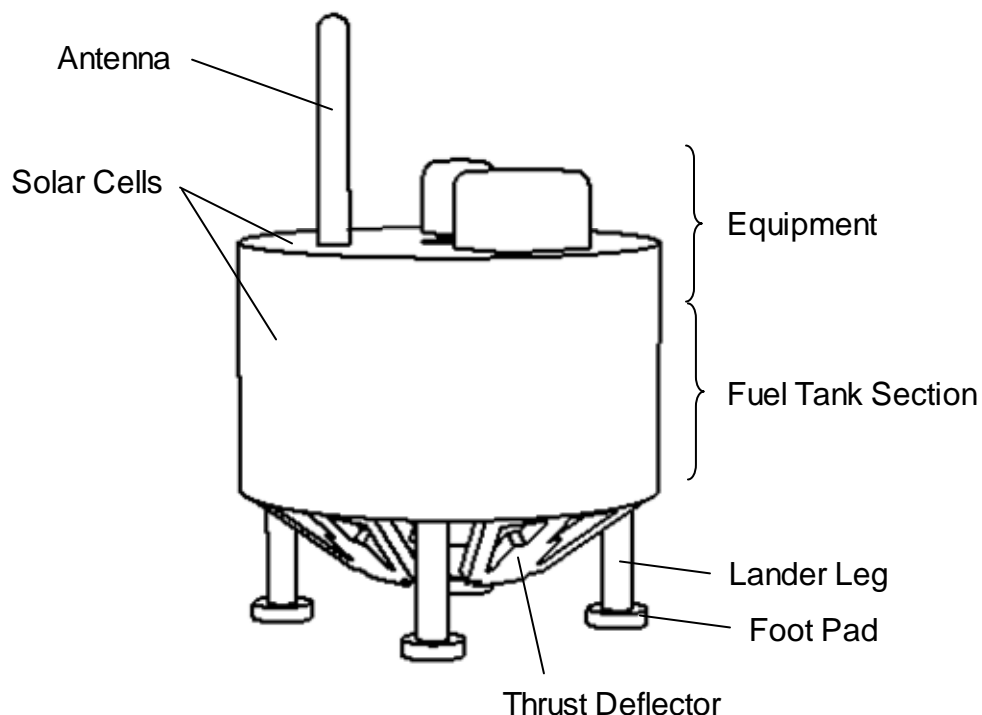


The Prenid Lander

Above is shown the lander portion of the Prenid spacecraft. The nose cone portion of the Prenid spacecraft holds fuel to get the Prenid from Earth to the Moon. When the Prenid gets into orbit around the Moon its nose cone will pop off, leaving the Prenid lander to land on the Moon.

Before the Prenid gets ready to land, engine deflectors will be deployed at the bottom of the spacecraft. The deflectors balance and steer the spacecraft by deflecting the thrust from a single main engine. Landing legs will also be deployed.

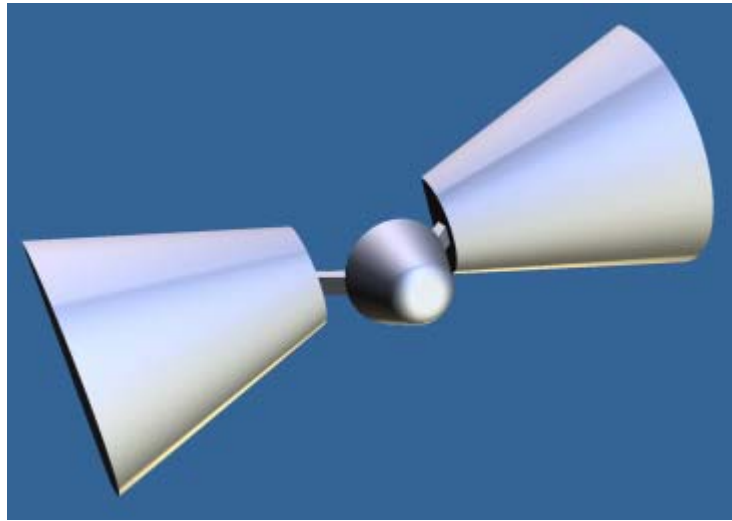
The Prenid is designed in this unique way compared to other spacecraft so that only one main engine is needed. It would take up too much space to have separate engines for getting to the Moon and landing. To steer the Prenid lander, motors control the deflectors in response to signals from a device that detects if the spacecraft is level.



Basic Outlay of the Prenid Lander

Above is shown a basic outlay of the Prenid lander. Many configurations of the Prenid spacecraft are possible, depending on mission objectives and the types of equipment that will be used.

In general, equipment occupies the uppermost portion of the lander, with a fuel tank section underneath. Solar cells cover the body of the lander to collect energy from the Sun and convert it to electricity.



Prenid Satellite

Above is shown the Prenid satellite. When the Prenid enters the Moon's orbit, the nose cone portion (the portion above the Prenid lander) separates. Once the nose cone of the Prenid spacecraft separates from the lander, it positions itself in orbit around the Moon.

The nose cone has three main parts: a tank for "fuel", a tank for oxidizer to make the fuel burn, and a tip. The outside of the two tanks is covered with solar cells. The tanks spread apart as solar panels so that the Prenid satellite can collect energy from the sun and convert it into electricity.

The tip of the nose cone contains communications equipment so that the Prenid lander can communicate with the Earth by relaying data from its antenna to the Prenid satellite. The Prenid satellite uses its solar panels to keep working. A very small auxiliary engine uses the fuel and oxidizer left in the tanks to keep the Prenid satellite in orbit.

Although the original Prenid spacecraft (Prenid 1) is being designed for a small rocket (the Falcon 1), the design can easily be scaled up to larger sizes. However, when sizes become substantially larger, it will often be advantageous to employ a separate solid rocket engine stage under the Prenid lander to perform the function of getting the Prenid lander to the Moon.

Prenid 1 Mission

The Prenid 1 mission is primarily a filming expedition. The Prenid spacecraft will land in an area of the Moon called the Sea of Fertility. The spacecraft will land near the Messier craters, which are two particularly unusual and interesting craters. The Prenid lander carries nine cameras in a circle to film in Circle-Vision 360°.

Circle-Vision 360° was pioneered by The Walt Disney Company and is used to project a movie on nine screens all around in a Circle-Vision theater. After landing near one of the two craters and resting, the Prenid lander will fly into one of the craters while filming. After landing, the Prenid will transmit the images to the Prenid satellite.

BIOGRAPHY

Mr. Eurica Californdiaa is an American inventor born in Fullerton, Calif. He has a history of thinking outside the box. He developed a computer translator to translate Boolean algebra into basic algebra. (Honorable mention, Invent Now® Challenge) He pioneered a microfabricated incubator for newly conceived infants before implantation. He studied art at UCLA.

Favorite Quote:

"All it takes is a little imagination."

--Walt Disney

CONTACT

Eurica Californdiaa
PO Box 791
Haleiwa, HI 96712
stockpotato@yahoo.com

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AN ANALYSIS OF DRUG CULTURE INFLUENCES

- IN -

THE GOOGLE LUNAR X PRIZE
OFFICIAL MOON 2.0 T-SHIRT

—
A SPECIAL BULLETIN
—

Presented By

Easter Bunny™ Space Ventures

Easter Bunny™ Space Ventures

What's in your basket?SM

Easter Bunny™ Space Ventures promotes a strong anti-doping (no drug use) policy for space exploration. In this special bulletin, community awareness is raised concerning an official t-shirt promoted by the Google Lunar X PRIZE contest. The t-shirt appears to contain innuendo related to recreational drug use.

SPECIAL BULLETIN #1



Sponsored by Google Inc. and the X PRIZE Foundation, the Google Lunar X PRIZE is a \$30 million dollar space contest to land private spacecraft on the Moon. The X PRIZE has attracted attention from space enthusiasts and educators worldwide. Leaders of this endeavor will serve as natural role models for children.

Unfortunately, despite the importance of promoting a drug-free culture, it appears that the Official MOON 2.0 Mission T-shirt (Item: GLXP #173798) was designed to appeal to a drug cult mentality relating to "magic mushrooms". Because many parents and community leaders are unfamiliar with such matters, this bulletin serves to promote awareness.

Known popularly as "magic" or "psychedelic" mushrooms, psilocybin ("sill-o-SIGH-bin") mushrooms are a type of drug mushroom known for their hallucinogenic effects. In the United States, drug mushrooms have found a strong cult following in the Northern California area, where Google is headquartered.

The use of drug mushrooms was initially popularized in the United States in Northern California during the drug use of the 1960s. Today, use of drug mushrooms remains popular with followers of cult music groups. This was particularly true of the band once known as the Grateful Dead, which was formed in Northern California.

In Northern California, the college campuses of Berkeley, San Francisco, and Stanford are particular havens for drug mushroom use. Larry Page and Sergey Brin co-founded Google while young men attending Stanford University. Today they are multibillionaires and have wide influence.

Users of drug mushrooms are known as "shroomers" or are said to be "into shrooms", which is short for mushrooms. Under the influence of the mushroom's hallucinogenic effects, users are said to be "tripping" or "shrooming". The mushrooms grow wild in Northern California.

A particular feature of drug mushrooms is that many users are mesmerized by the Moon at night. Users of the drug often say they like "tripping on the Moon", a reference to a euphoric, mesmerizing feeling experienced while looking at the Moon at night under the drug's influence.

In the United States, drug culture has often expressed itself through visual art. The use of art provides a visual stimulus with which other drug users can relate. Oftentimes the object of drug art is to create a "trippy" effect that other drug users can secretly identify with.

Although widely considered unethical by the advertising industry, subliminal artwork contains messages that are not expressly perceived by all viewers consciously. Another means of subtle communication is innuendo. Innuendo is a popular form of communication in drug culture, because some discretion is provided in the form of secrecy.

An issue of concern has been raised because it is evident that an official t-shirt promoted by the Google Lunar X PRIZE competition appears to contain innuendo relating to mushroom use. The t-shirt is offered for sale online at the following official store of the X PRIZE Foundation:

Official MOON 2.0 Mission T-shirt

Link: <http://xprizestore.org/product/173798/>

At first glance, to the unsuspecting it may look like an ordinary, attractive t-shirt. Without training in the visual arts, many find it hard to appreciate the innuendo consciously. Without being aware of the innuendo it contains, parents may buy the t-shirt for their children, who are excited about space exploration.

Unfortunately, members of the drug culture who do recognize the innuendo may mistakenly identify children wearing the t-shirt as fellow "shroomers" (drug mushroom users). This is because a feature of drug innuendo is that it is meant to be recognized by drug culture members. Another problem is that drug users may celebrate the innuendo, and create a cult following centered around the t-shirt.



On the above left is the original drawing for the Google Lunar X PRIZE t-shirt. To reveal the subliminal mushroom shape, the numbers "2.0" are filled in (center), revealing a mushroom (right) in the void bounded by the drawing.

Though some parents and community leaders may not think that this mushroom looks very much like a traditional mushroom, it actually has the classic shape of the most popular drug mushroom. It is known scientifically by the name *psilocybe cubensis* ("SILL-o-sighb cube-N-sis").

Note how a large, perfect circle is carefully tapered on the inside (blue at top) to create the shape of the mushroom body. Note also how the numbers "2.0" make the shape of the mushroom's stem. In contrast, other numbers ("1.0" or "3.0") would not be as stem-looking.

Note also how leaving part of the numbers unshaded helps to hide the innuendo from the mainstream public. It is only through careful analysis that mainstream people are able to "see" the innuendo contained by the artwork.



On the above left is the Google Lunar X PRIZE official Moon 2.0 Mousepad (Item: GLXP #173803). Of course, subliminal artwork does take a moment to be able to appreciate. To aid those less familiar with this subject, on the above right a red outline is used to reveal the hidden mushroom. Using the red outline as a guide, follow the top of the mushroom on the left to see how cleverly the subliminal message was made. It is clear from close analysis that the subliminal artwork was made by first starting with a "full Moon" and then projecting the dark drug mushroom shape onto it, using the "2.0" numbers to complete its shape.

Notice carefully that the words "Join the Revolution" have been placed inside the mushroom shape under the word "Moon". Placing the words "Join the Revolution" inside a drug mushroom shape is likely to create a cult following centered on drug mushroom use. As was mentioned before, drug mushroom users are mesmerized by the Moon, because looking at the Moon evokes a strange euphoric feeling while under the influence of the drug. For this reason, the subliminal artwork may be viewed as a beckoning call for a "revolution" centered on drug mushroom use.

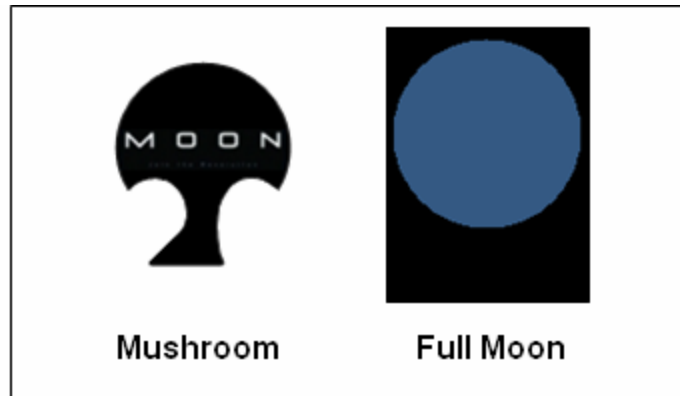
Drug use has a known association with the space race in the form of a revolution. This phenomenon was first observed in the late 1960s, during the race to the Moon. It is not fully understood why lunar exploration and drug use have found this association. From a psychological perspective, a common theme of "escapism" may be at play. At any rate, the world does not need another drug revolution.

The social persistence of revolutions centered around drug mushroom use should not be underestimated. For example, devoted throngs once roamed the United States in a cult following of the Grateful Dead, until the leader's death caused it to end. Persistent loyalty maintained a "60s-like" atmosphere for decades. This may be explained by the favor for drug mushroom use held by followers of the band. As a case in point, a band dedicated to "re-creating the Grateful Dead experience" in the wake of the band's demise calls itself "Cubensis", a name taken from that of the most popular drug mushroom: *psilocybe cubensis*.

From this it is clear that the problem of drug mushroom use is a very serious one in our culture. Notably, it is the peculiar shape of the *psilocybe cubensis* variety of drug mushroom that is depicted in the dark silhouette associated with the Google Lunar X PRIZE artwork, as opposed to any of the more common mushroom shapes.



Very serious is the real problem of youth being lured into drug mushroom culture and joining a drug revolution cult. Above is a photograph displayed at the Google Lunar X PRIZE website (www.googlelunarxprize.org) of students attending the Student Competition at the 2008 GLXP Team Summit held May 20-21 at the International Space University in Strasbourg, France. (Students' faces have been blacked out to protect their identities.) Note the mushroom shape displayed on the "Moon" banner to the right of center. For analysis, at the far right an inset of the drug mushroom *psilocybe cubensis* is added for comparison. The photograph of the drug mushroom is taken from the online encyclopedia Wikipedia, under the subject *psilocybe cubensis*.



Detailed Graphic Analysis of the Making of The Design for the Moon 2.0 Mission T-Shirt

Since most people are unfamiliar with the making and design of subliminal artwork, it is helpful to review a plausible graphic analysis of how the design for the Google Lunar X PRIZE official Moon 2.0 Mission T-shirt and related graphics were made. Referring to the illustration above, a silhouette of a mushroom (top left) and a full Moon (top right) form the starting materials. The silhouette of the mushroom has been modified to accommodate the numbers "2.0" in forming both its stem and the base of its cap.

Inside the silhouette of the mushroom, the words "MOON" and "Join the Revolution" have been added. Given the mushroom silhouette and a full Moon to start with, the completed design is accomplished in three simple steps. In Step 1, the mushroom silhouette is superimposed on the full Moon shape. In Step 2, numbers "2.0" are added. In Step 3, part of the full Moon shape is trimmed away from the numbers "2.0". Shown at the bottom right, in three steps the design for the Google Lunar X PRIZE graphic is finished.



Official Mission Patch
(Item: GLXP #173797)

The Google Lunar X PRIZE official Mission Patch is shown above. The mushroom has a distinctive ("trippy") shape that is reminiscent of Alice in Wonderland. The words "Join the Revolution" are repeated both inside the mushroom (small print) and at the top of the patch (large print). Using small size print adds to embroidering costs. Therefore, since the words are already displayed at the top in large print, it would appear the designer(s) felt the need to specifically maintain psychological association between the words "Join the Revolution" and the mushroom shape.

In effect, by displaying this patch on everything from hats to jackets and bags and so on, the Google Lunar X PRIZE plans to flood the world with little mushroom shapes saying "Join the Revolution". This is precisely why this special bulletin is being presented: To alert the concerned members of the community to the problem.

But, unfortunately, the media and entertainment industries often downplay the significance of innuendo associated with drug culture because the popularity of drugs may serve the commercial purposes of their marketing strategies. Another problem is that parents and community leaders may simply

assume that a level of social legitimacy is associated with any costly endeavor, especially if it gets publicity. For example, the Google Lunar X PRIZE competition is backed by Google's wealth. Therefore, some parents may simply assume that the endeavor is socially legitimate just because it is backed by lots of money.

However, this is not necessarily the case. To put matters into perspective, if someone with \$1 billion dollars contributes \$30 million, it is the same percentage-wise as if someone with \$1000 contributes \$30. So if two people worth \$18.5 billion contribute \$30 million dollars, it is the same as if two people with \$18,500 go halvesies and pay \$15 dollars each.

\$18.5 billion each is how much money Google's co-founders are estimated to have. For comparison, fifteen dollars each is probably less than the mushrooms cost. It would be very disheartening for competitors in the Google Lunar X PRIZE to commit millions of dollars to a space competition, later to find that drug influences were behind it.

Without an official explanation, one can only surmise what the basis is for the apparent mushroom shapes found in official Google Lunar X PRIZE graphics. Similarly, one can only wonder if Google's co-founders had personal influence on the making or approval of such graphics.

At any rate, it is fair to say that responsible private and corporate citizens should work to promote a drug-free culture for kids to enjoy. Importantly, parents, educators, and community leaders should not take for granted that popular events that yield role models for young people will automatically live up to drug-free standards.

To inquire about this matter, and to ask Google and the X PRIZE Foundation to promote a drug-free environment on Earth and in space, please write to the following:

Google Inc.
1600 Amphitheatre Parkway
Mountain View, CA 94043

X PRIZE Foundation
1441 4th Street, Suite 200
Santa Monica, CA 90401

BIOGRAPHY

Mr. Eurica Californiaa is an American inventor born in Fullerton, Calif. He has a history of thinking outside the box. He developed a computer translator to translate Boolean algebra into basic algebra. (Honorable mention, Invent Now® Challenge) He pioneered a microfabricated incubator for newly conceived infants before implantation. He studied art at UCLA.

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--Walt Disney

CONTACT

Eurica Californiaa
PO Box 791
Haleiwa, HI 96712
stockpotato@yahoo.com

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