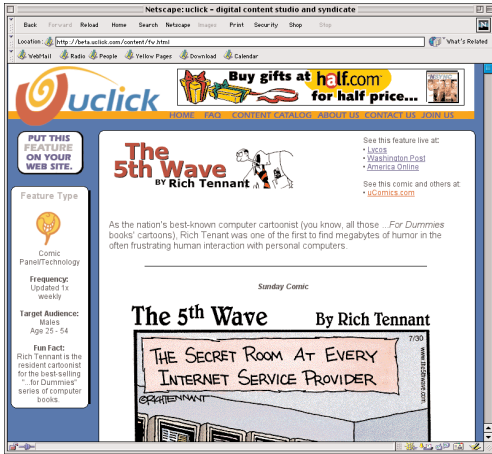


The 5th Wave

demo url <http://content.uclick.com/content/fw.html>



feature type
comic panel

frequency
7x / week

delivery methods
FTP, UClick®

target audience
general appeal

Friend or foe, the computer is an item that the majority of the working world is getting to know intimately. As millions and millions of tech-heads and technophobes alike stare into the face of the common computer, THE 5th WAVE creator Rich Tennant watches and learns from their humorous interactions.

Anyone can connect with the comic and its distinctly observational style that turns the lens on the way people cope with situations. Most of the comic involves everyday human reactions to technology, a subject that influences most of us.

You might think that the title of this comic has web-based origins. The truth is, Tennant began drawing THE 5th WAVE in the 1980s. At the time, there was no such thing as the Internet, and computers were thought of as luxurious business tools. The title came from a mistake about a line from "Future Shock," by Alvin Toffler, who wrote that the Industrial Revolution was the "third wave of progress." Tennant misremembered the quote as "The fourth wave," naming his comic accordingly. As it turns out, he wasn't far off in skipping a wave!

The comic was ahead of its time in its early years, but now the world has caught up, and THE 5th WAVE is catching on!

About the Creator:

Rich Tennant, 52 is a Chicago native. He attended the Chicago Academy of Fine Arts and the Berklee College of Music in Boston, where he studied jazz piano. He currently works and resides in his home-based studio in Rockport, Mass. With his wife Cindy, a free-lance video producer.

Along with syndicating his series in corporate publications, Tennant is the resident cartoonist for the best-selling "...for Dummies" series of computer books. He is the author of two paperback collections, one of which has gone into five printings with German and Dutch translations.



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