

SCIENCE  
TECHNOLOGY  
MEDICINE

LIVE ENTERTAINMENT  
30 MIN.

#### VERSIONS

Arabic, English, German,  
Spanish (39 x 30 min.)

Russian (32 x 30 min.)  
06 4531 | 01-32

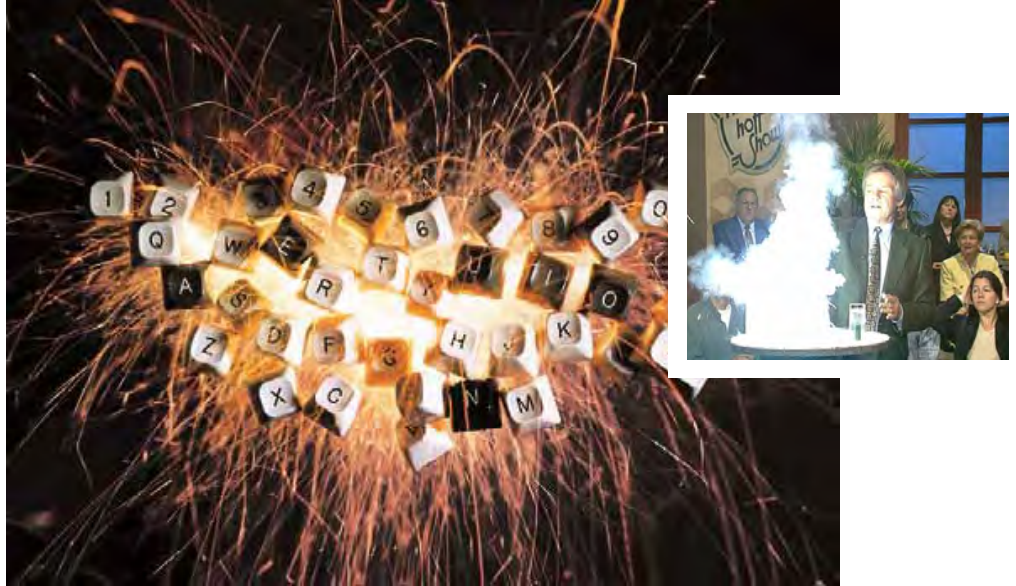
French (13 x 30 min.)  
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## The Knoff-hoff Show The Know-how Show

Knoff-Hoff is a humorous German pronunciation of the word “know how”. It is a hugely entertaining presentation of fascinating and spectacular aspects of science and technology. At the end of the 19th century it was still perfectly possible to integrate science into public cultural life. Faraday, Franklin and many other famous scientists were known for their popular shows in which they demonstrated the latest scientific discoveries in the manner of circus performers. These days, with television, we have a wonderful opportunity to reach a wide audience. So why shouldn't it be possible to communicate to large numbers of people the enormous fun that science can be?

**The Knoff-hoff Show** is proof that a lively, popular method of presentation still works today. Many of the amazing things that are demonstrated have the advantage, apart from their entertainment value, of improving people's understanding of the latest developments in science. We have even coined a new word for it: infotainment.