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Kidrobot: Coming Soon to a Theater Near You

By Jenna Wortham
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Paramount Pictures is hoping to cash on the vinyl collectibles craze by bringing them to life on the silver screen.

The studio inked a deal with W!ldbrain Incorporated, parent company of the popular toy manufacturer Kidrobot to create a franchise of films under Nickelodeon Movies, Paramount's family division.

W!ldbrain Incorporated already works with Nickelodeon to produce hipster-favorite kid's show *Yo Gabba Gabba!*.

It's not clear yet which figures from Kidrobot's display case will make the big screen transition, but films would likely be a mixture of animation and live-action, and would follow a group of ordinary schoolkids who were transported into world populated by the colorful beings.

