







1975 - CYBERTRON™ is rich in music. New sounds explode out of small clubs in cities across the planet. As one band defines the essence of rock, another comes along and tops it, refining, expanding, and sending the sound in a new direction. The energy is inescapable.

1977 - A Hive City DJ coins the term "Bot 'n Roll." Music's Golden Age officially begins.

1978 - BUMBLEBEE AND THE HIVE™ forms. Led by a flashy singer with a yellow jumpsuit and a golden voice, the band storms to the top of the charts with their breakthrough hit, "Cybertronian Rhapsody."

1979 - Tragedy strikes on tour as the band's lead singer, BUMBLEBEE™, shreds his audio box on stage, forever altering his - and the group's - destiny. Despite being asked to stay with the band in a different role, he leaves for parts unknown. After a planet-wide search for a replacement, an unassuming record store clerk, known mostly for archiving his own albums according to the orbital cycle when they first appeared, submits a demo tape. It sends the band's collective circuits into instantaneous overload. Taking the stage name "OPTIMUS PRIME®," the bot becomes the band's new lead singer. By year's end, the band officially renames itself KNIGHTS OF UNICRON™ and is rocketing back up the

1980 - Look What the Bot Dragged In becomes the best-selling pop-metal debut of all time.

1981 - Another year, another smash hit with "Thunder Touch" off the multiplatinum Sonic Interference.

1982 - The on-again, off-again girlfriend of OPTIMUS PRIME, ARCEE™, becomes the band's unofficial fifth member. KNIGHTS OF UNICRON hit #1 with the power ballad, "Space Bridge Over Troubled Energon." Despite the song's success on the charts, the band's manager, STARSCREAM®, becomes increasingly concerned with the growing influence of ARCEE. Circuits overheat when she convinces OPTIMUS PRIME to remove his vocals from the blistering track, "Planet Eater." MEGATRON® blames OPTIMUS PRIME for the band's softer direction.

1983 - The *Purple Energon* concept album is released to lukewarm fan reaction. Sales slump. The tour fails to sell out. *Purple Energon* cologne bombs. OPTIMUS PRIME and ARCEE organize the Concert to Heal Iacon, a benefit dedicated to cleaning up the city's Energon pools, which are badly in need of recharging. Organized without help from the other KNIGHTS OF UNICRON, the show remains one of the highest-grossing benefit concerts in history. MEGATRON publicly questions the commitment of OPTIMUS PRIME to the band. The singer responds with a one-line press release: "Music is the right of all sentient beings."

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Late 1983 - The band members take a break to pursue "independent projects." Jealousy builds when OPTIMUS PRIME® finds solo success with his album *Ride the Energon*.

1984 - KNIGHTS OF UNICRON™
regroups in epic fashion, unleashing the
most ambitious tour in the history of
music. Named after their fifth and oncethought final album, the CYBERTRONIAN
DEMOCRACY™ Tour is unlike anything
the planet has ever seen. Promising to
turn the proverbial volume up to 11, the
band plays each show on a stage inside
the mouth of TRYPTICON™. While the
impact on the audience is described as
"seismic," the set saps thousands of
Energon credits from the band's bud-

As the tour limps to its final epic stop in Crystal City, tensions run high. Just as the band is about to go on stage, an argument over that night's set list triggers an all-out backstage brawl. The VEHICON roadies immediately organize in defense of MEGATRON®, whom they feel is unfairly portrayed

get every hour, as the band was forced

to hire a battalion of VEHICON™ road-

ies to manage the load.

as the instigator of the attack, and walk out, effectively shutting down the tour. The band later attempts to bring in a new guitarist and continue with a different, more manageable theme, but the hastily organized Into the Mountain Tour crashes shortly after launch. The group never recovers.

1985 - MEGATRON schedules an unannounced invite-only solo show at an underground club, The Forge. Word spreads. Thousands show up to try and get in, only to be turned away. VIPs enter. Riots erupt. OPTIMUS PRIME counters with a free concert in Praxus. Reports of VEHICON attacks on concertgoers at the free show are unsubstantiated.

1986 - SMOOTH JAZZ™ schedules a solo show of his own at The Forge.
MEGATRON refuses to leave the stage, sparking an impromptu battle of the bands. The audience sides with MEGATRON. During the battle, Jazz takes heavy damage to his sonic circuits, effectively ending his performing career.

1987 - The battle of the bands rages in full bore. Different acts challenge MEGATRON on a nightly basis. None win. The fanbase of MEGATRON grows, spawning tribute bands in cities across CYBERTRON $^{\text{TM}}$. They, too, refuse to cede the stage.

1988 - MEGATRON declares himself the most powerful force in rock, at the same time officially retiring from recording albums. He continues to perform live, saving his music only "for those who are worthy."

1989 - Two prodigies of SOUNDWAVE®, RATBAT™ and RUMBLE™, form a pop duo and score huge chart success with their hit "Blame It on the Energon."

1990 - OPTIMUS PRIME opens a rival concert network, the Matrix of Music, with the mission of giving emerging bands a home and bringing music, of all types, to the masses. Beginning with the

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legendary venues, the Matrix East and the Matrix West, at its peak, the franchise would call 24 cities home.

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You know where the story goes from there...the leak of the "Live at The Forge" bootleg...the lengthy court battle between MEGATRON® and the file-sharing service Botster...the decision of OPTIMUS PRIME® to make all of his music available for free uplink on the Cybertronian mainframe...the audio-box-synching scandal that brought down RATBAT® and RUMBLE®...it all played out in the public optic sensor....

Fast forward to 2014....

OPTIMUS PRIME: Rocking a full-time career leading a new band. Pretty sure you knew that.

MEGATRON: Also leading a new band, which, despite many attempts, has never quite made it to the too of the charts.

SOUNDWAVE®: Making or breaking the careers of aspiring acts as the quiet-butsnarky judge on the hit show *Cybertron's Got Talent*.

SMOOTH JAZZTM: Dominating the charts from behind the scenes, having created some of the most popular bot bands in recent history, including New Bots on the Block, CyberSync, and the Backstreet Bots.

Four talents. Four unstoppable musical warriors, each successful in his own right, each able to walk away as a legend. But somehow, some way, that wasn't enough. When the road beckoned...when the fans howled for more...the KNIGHTS OF UNICRONTM answered the call.

No one really knows how the band was able to put aside their differences. Maybe they went back and finished that backstage brawl (this time in the gladiatorial pits) Maybe their love of music was reawakened by a volcanic eruption. Maybe they just wanted an excuse to don the spandex. All we know is: They're back — and the world of rock will never be the same.

This is a band that's been re-energized by a new mission. I didn't expect to be invited back, but I'm glad to be a part of it, even if I'm not out front. You may see me back there, watching from the side stage or maybe running the vocal sampler. This time, no matter what happens, no matter how crazy it gets, my answer will always be "I wish to stay with the tour." I advise you to do the same. Because this time, you better believe the rock won't stop Till All Are One™. BUMBLEBEE™



TILL ALL ARE ONE™

I look up to see the burning skies Sit back and watch the planet die So many brothers have fallen down Still we fight to wear the crown

We'll never see the sun Till All Are One

Will we ever go back again
To a long-lost time and a distant land
Will I ever get to sing again with you

Let's fly off together/ live among the stars We'll patch our wounds and heal our scars I'll watch the Energon flow again with you

All that remains is this rusted sea I know the blame is all on me So I roll out, 'cause I can't stay Maybe we'll meet again someday

We'll never feel the sun Till All Are One

Will we ever go back again To a long-lost time and a distant land Will I ever get to sing again with you

We'll change into a rocket / fly up to the stars Break hearts on Venus and rock on Mars Drain the Energon from every bar with you

The halls of Iacon are cold There's only rust where there was gold Lost on an ark so deep in space The last of a long-forgotten race Now we're trapped in a foreign land Bound to protect the weaker man I hide in plain sight so no one sees The soul that's dying inside of me

Will we ever feel the sun? Will we ever sing as one? Will we ever lay down our guns?

I know I'll never go back again To our torn-down home on a rusted land I know I'll never get to sing again with you

I'll just roll down the road and forget the stars

Trade another brother for another scar Pour out some Energon for you

