



Cinesite adopts 3DEqualizer4 site license

Addition of software tools continues as Cinesite experiences major expansion which includes growing its production staff by 40%

Dortmund, Germany, 26th October 2010: Science.D.Visions today announced that Cinesite is the latest VFX house to adopt a site license of its world-renowned 3DEqualizer product via its UK partner Escape Studios.

Cinesite, one of the world's leading film visual effects houses, announced back in August the launch of its stereoscopic 3D visual effects services catering for films shot in stereo, as well as conversion of 2D films into 3D. Cinesite's first stereo 3D project is *Pirates of The Caribbean: On Stranger Tides*, for which they've been awarded a significant volume of stereoscopic visual effects work. The adoption of additional high end tools is part of the rapid growth the company is currently undergoing.

"We decided to invest in a site license of 3DEqualizer because it's an excellent tracking tool. The ability to track multiple shots at once, the excellent distortion tools as well as the quality customer support were key deciding factors. At Cinesite we use additional tracking tools, but 3DEqualizer is a great addition to our pipeline," commented Antony Hunt, managing director of Cinesite.

Rolf Schneider, co-founder of Science.D.Visions, said, "It's great to see the expansion of work coming into Europe. The major VFX houses have truly established themselves as world class and long may it continue. It's great to have Cinesite expand their use of 3DEqualizer. They have been a long time customer, purchasing their very first 3DEqualizer license in 1999!"

Mark Cass, general manager of Escape Studios, added, "Tracking is still a little-known art to those entering the VFX world. It's part of our role at Escape to ensure students coming through our classrooms master this discipline. After all, it will potentially be their path to working at some of the top companies like Cinesite."

Pricing and Purchasing Information

3DEqualizer4 is available now. For purchase, upgrade or educational licensing information, contact a direct sales manager for an individual consultation and pricing information at: www.3dequalizer.com/index.html?site=contact

About Cinesite

With one of the largest and most comprehensive facilities in Europe, Cinesite's visual effects team has the capacity and creativity to produce all manner of effects, both digital and physical, for feature films and broadcast projects of all scales. Their award-winning team of highly-talented visual effects artists take filmmakers' ideas and turn them into spectacular cinematic reality.

Cinesite is currently working on Harry Potter & The Deathly Hallows: Part 1 and Part 2 (Warner Bros.), The Chronicles of Narnia: The Voyage of the Dawn Treader (Fox/Walden), John Carter of Mars (Disney/Pixar), Pirates of the Caribbean: On Stranger Tides (Disney/Bruckheimer), World Invasion: Battle Los Angeles (Sony/Columbia) and X-Men: First Class (Twentieth Century Fox).

For more information please visit www.cinesite.com.

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About Science.D.Visions

Based in Dortmund, Germany, Science.D.Visions is an independent software company, developing technology primarily for the digital media industry. Its focus is to develop and market high-end computer graphics software combining years of production-tested knowledge in the areas of mathematics, physics and computer science. The strong research and development team at Science.D.Visions is equipped with a brain-trust to create unique, high-quality solutions that maintain essential advantages over all competing technologies on the market.

The highly successful market-leading brand “3DEqualizer” is used by countless international post-production companies around the world to generate today’s most sophisticated special effects for commercials, games and feature films.

About Escape Studios

Escape Studios is not only one of the most successful and well-respected CG academies in the world, it is also a specialist technology store providing hardware, software and IT consultancy to the CG Industry. We’re the proving ground for a new generation of computer graphics stars breaking into film, TV, games and commercials. We’re a vibrant community of professional artists and technical experts. We’re a unique source of bespoke training for industry professionals. We’re a specialist creative recruitment agency for entertainment, advertising, architecture and manufacturing businesses. We’re an authority on all things CG, offering informed opinions on cutting-edge creative, commercial and political issues. We’re host of the acclaimed CG awards. We’re a specialist IT consultancy and technology store. We are all of these things. We are CG. We are Escape Studios.

For further information, please visit www.escapestudios.com/techstore

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