

SUMMARY

The objective of this project is to provide animation and cartoon design support to stimulate the new digital media industry in Guangdong.

Upon the approval, animation and cartoon start-up companies who settled in the Tianhe Software Park can have access freely to the public technology platform, and use such resources independently to carry out animation and cartoon production by themselves.

The top-class facilities enable time-saving and efficient production of cultural contents. In future release of cultural products, efforts will be made to achieve good compatibility with such new publishing platforms such as TV station and Internet.

Four (4) software components are provided:

1. Two dimension (2D) animation and cartoon production
2. Three dimension (3D) animation and cartoon production
3. High-Definition nonlinear editing system, and
4. Professional recording studio.

CHALLENGES

During the thriving nation-wide movement for developing the animation & cartoon industry, AMS China is able to participate in the construction of the animation and cartoon platform and exploit a new world in the new sector of computer application.

SOLUTIONS

Our solutions are:

1. 2D/3D animation and cartoon studio:

2D/3D animation and cartoon studio is the core of the entire animation and cartoon platform for producing 2D/3D animated cartoons, including modeling, action scene, lighting, and character hair and etc.

For all animation production software, plane design software, cluster rendering software and project management software shall all be installed on such high performance computers. We have provided HP computers as solutions to high-performance processing capability for 2D/3D animation production, management and background rendering.

- 2) HD nonlinear editing studio:

Upon completion of 2D/3D animation production, they will generally be exported to the tape for external exchanging. During the process of composition, such post-production works, including editing, color correction, character digging and etc, shall be conducted before final output.

The HD nonlinear editing studio is furnished with four (4) sets of HD production nonlinear editing systems from Apple computers, one (1) set of HD system from Avid, as well as two (2) special-effect composition software.

As for the hardware, four (4) of seven terrabyte disk arrays, one (1) of two terabyte SCSI disk arrays, Sony HD editing video encoders, and Sony DVW editing video encoders are also provided to enable top-quality High-Definition and Standard Definition production.



3) Professional recording studio

While products of the 2D/3D animation & cartoon studio fall within video production, the audio dubbing and recording of animations need to be done by the recording studio.

This project provides 1 AVID's audio workstation and other complete range of peripheral audio equipments, including Mackie's sound mixing console, Yamaha's monitoring speaker, microphone and earphone amplifier etc, offering all-around functional modules for recording, audio dubbing, mixing and sound effect processing.

BENEFITS

The platform has helped many animation and cartoon star-up companies to proliferate in the Guangdong area.

CUSTOMER INFORMATION

Guangzhou Hi-Tech Industry Group Co., Ltd. is a technology company based at Gaotang Software Base, Tianhe District, Guangzhou, P.R.C. One of its objectives is to promote new digital media businesses.