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## FOR IMMEDIATE RELEASE

### PHOENIX EDIT, EFFECTS & DESIGN WRAPS HD SPOT FOR NEW KONAMI GAME, "WALLACE & GROMIT: CURSE OF THE WERE-RABBIT"

*:30 Spot Via Ad Agency Duncan Channon and Edited by Jim Farber Features Claymation Characters from Movie*

San Francisco, CA (October 17, 2005)—Phoenix Edit, Effects & Design has wrapped editorial on a new HD :30 television commercial promoting the "Wallace & Gromit: Curse of the Were-Rabbit" game from Konami Digital Entertainment, Inc. Entitled "Eat Your Veggies," the spot began airing in cinemas and on television in October and was completed via ad agency Duncan Channon and edited by Jim Farber.

Featuring footage from the Aardman Animation and DreamWorks Animation claymation film, the commercial follows the antics of the cheese-loving Wallace and his loyal dog Gromit as the pair protects the town's prized vegetable gardens from being devoured by a mysterious beast.

"Eat Your Veggies" opens on a moonlit evening, as a furry fist smashes through the glass of a greenhouse, setting off an alarm. "Something is destroying the town's vegetables," intones the ominous voiceover. After a sequence of shots of the thief burrowing under people's homes, much to the residents' horror, the spot finally reveals that it is no mere monster, but a rabbit with an appetite. In-game graphics follow, along with the v/o, "You don't have to eat the veggies. You just have to save them."

Said Phoenix Edit, Effects & Design editor Jim Farber, "Many of the commercials that screen in theaters are blow-ups of standard-def footage, which results in grainy, muddy images. Duncan Channon provided us the Wallace & Gromit feature film footage on High-Def D5, so the footage looks great enlarged on the big screen."

Phoenix edited "Eat Your Veggies" using Final Cut Pro HD software and the Discreet Smoke editing and finishing system.

### **About Phoenix Edit, Effects & Design**

Phoenix Edit, Effects & Design has been a mainstay in the San Francisco creative post-production community since 1991. With a roster of award winning editors, graphic designers and effects artists, Phoenix works with creative-driven

advertising agencies including Venables, Bell & Partners, Goodby Silverstein & Partners, Publicis & Hal Riney, Heat (formerly Black Rocket), Duncan Channon, and McCann, and produces spots and HD graphics for such advertisers as Apple, Microsoft, Sony, Yahoo, PG&E, Disney, McDonald's, Palm, Sega, Sprint, Toyota, Hewlett Packard, Saturn, Comcast and the Got Milk campaign. In August 2005, the company moved into a new state-of-the-art HD facility located on the lush grounds of Sydney Walton Park in downtown San Francisco. For more information about Phoenix Edit, Effects & Design, contact executive producer Jonathan Hinman at (415) 394-7777 or visit [www.phoenixedit.com](http://www.phoenixedit.com).

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### Credits

Client:	Konami
Title(s):	"Eat Your Veggies" :30 (HD Cinema spot)
Airdate:	October 8, 2005
Advertising Agency:	Duncan Channon / San Raphael, CA
Creative Director:	Parker Channon
Co-Creative Director:	Anne Lemme
Producer:	Kyra Ivanoff
Copywriter:	John Munyon
Art Director:	Ken Hall
Editorial Company:	Phoenix Edit, Effects & Design / San Francisco, CA
Off-Line Editor:	Jim Farber
Executive Producer:	Jonathan Hinman
Producer:	Melanie Barter, Julie Morrandez
Visual Effects/Online:	Phoenix Edit, Effects & Design / San Francisco, CA
Online Editor:	John Crossley
Audio Mix Company:	One Union Recording / San Francisco
Engineer:	Joaby Deal