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PHOENIX EDIT, EFFECTS & DESIGN WRAPS CG SPOT FOR NEW KONAMI GAME, "DANCE DANCE REVOLUTION: EXTREME 2"

*:30 Spot Conceived by Ad Agency Duncan Channon Features
a World Made Out of Arrows*

San Francisco, CA (November 1, 2005)—Phoenix Edit, Effects & Design has wrapped a 30-second TV spot promoting Konami Digital Entertainment's new "Dance Dance Revolution EXTREME 2" (DDR EXTREME 2) game for the PlayStation 2 computer entertainment system. Phoenix helped the agency with concept and handled design, animation and editorial for the CG spot, which features the digital arrows (familiar icons from the game) taking the shape of grooving dancers in a CG landscape. Mark Decena of Kontent Films directed the live-action shoot of the dancers. The spot breaks November 1st.

Said Matt Silverman, Phoenix's visual effects and design director, "This spot was technically ambitious. At the start, the clients were unsure that their vision could be realized. Fortunately, we've collaborated with Duncan Channon previously on several other Sega and Konami commercials, so there's a level of trust and comfort there. In the end, everyone was really happy with how it came out."

DDR EXTREME 2 is a dancing game in which pressure-sensitive dance mats placed on the floor record a player's movements. Printed arrows on the mat correspond with arrows on the screen, which direct the player to step on the four arrows in time with the music. Players are then graded and scored based on how accurately they step on the arrows.

Phoenix based the TV spot on those recognizable arrows, which combine and animate to form the dancers and their world. People jam out to the 1970s funk tune, "Play that Funky Music," as the "camera" follows a flying arrow zipping through CG neighborhoods and houses in which pairs of dancers groove out on their dance mats.

Phoenix was originally approached by Duncan Channon to create a TV realization of a preexisting print campaign that featured halftone patterns of people made up of arrows. After extensive R&D by Silverman, the dancers were shot against greenscreen by Kontent's Mark Decena at Goal Line Studios, John Madden's Bay Area studio. A Panasonic SDX-900 DVCPPro-50 camera was used in 30p mode, recording directly to digital betacam, which compressed the footage less than had it been recorded to the camera's internal DVCPPro-50 recorder. The

footage was then edited by Phoenix's Robbie Proctor on an Avid Media Composer. Once online was complete, 2d3 boujou camera tracking software was used to track the live-action shots. This tracking data was then exported to various applications including Alias Maya, Discreet Flame, and Adobe After Effects to seamlessly add elements to the room such as wall molding, televisions, game pads and arrows.

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.

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Credits

Client:	Konami
Title(s):	"Arrows" :30
Airdate:	November 1, 2005
Advertising Agency:	Duncan/Channon
Creative Director:	Parker Channon
Producer:	Stacey Bailey
Copywriter:	
Art Director:	Anne Lemme
Production Company:	Kontent Films
Director:	Mark Decena
DP:	Andy Lillien
Exec. Producer:	Teri Jochums
Producer:	Tim Rayel
Location:	Goal Line Stage/Pleasanton CA
Shoot Dates:	9/13/05
Editorial Company:	Phoenix Edit, Effects & Design / San Francisco, CA
Editor:	Robbie Proctor
Motion Graphic Design & Visual Effects Co:	Phoenix Edit, Effects & Design / San Francisco, CA
Design & Effects Artist:	Matt Silverman
Executive Producer:	Jonathan Hinman

Producers:

Melanie Barter & Julie Morrandez

Telecine Company:

NA

Colorist:

NA

Audio Mix Company:

One Union Recording / San Francisco, CA

Engineer:

Joaby Deal