



phoenix edit, effects, design

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FOR IMMEDIATE RELEASE

Phoenix Editorial and Designs Teams up with Ad Agency HEAT on TV Commercial for EA Games Title “Need for Speed: Carbon”

San Francisco, CA (October 26, 2006)—Ever wonder what it feels like to nosedive off a cliff in a high-speed auto accident? In this new :60 spot (with :30, :20 and :10 cut-downs) for EA Games’ street racing videogame title “Need for Speed: Carbon,” you can get in the driver’s seat and emerge unscathed. Titled “Night Sky,” the spot was edited by Phoenix Editorial & Design’s Bob Frisk and directed by Raf Wathion of production company Roses Are Blue for ad agency HEAT. The :60 broke on October 26th.

Said Steve Stone, Chairman & Creative Director, HEAT, "After working with Bob Frisk on over 40 commercials in my career, he's proven a wonderful craft for humorous story-telling. But on this campaign however, he demonstrated a sensitive, artful hand on a more conceptual and abstract spot. And as always, Matt Silverman produced some nice motion graphics."

The bone-chilling spot is shot from the POV of a nighttime street racer who shoots past a guardrail and hurls uncontrollably down a ravine. As if this premise wasn't dramatic enough, the entire spot takes place in reverse. In the opening scene, two headlights shine on a patch of dirt with city lights in the distant background. Suddenly, we're cartwheeling backward, as the car rises from the crash site and flips repeatedly, its high beams illuminating clouds of dirt, rocks, tree branches and splintered guardrail, before careening back onto the road before impact.

The commercial gets much of its chaotic, vertigo-inducing energy from editor Bob Frisk's pacing. The action speeds up, then goes into slow-motion, mimicking the dreamy sensation of being in an actual car crash. Many different pieces of film were stitched together using various visual effects techniques to enhance the seamlessness of the spot

The hallucinatory quality extends to the cinematography, with footage shot at 360 fps on a high-speed photosonic camera. Endless Noise's sound design also

perfectly captures the horrific noises of twisting metal and breaking glass, further adding to the eerie feel.

Said Bob Frisk, Editor, Phoenix Editorial & Designs, "HEAT had these great boards, and I knew right away the kind of vibe they wanted to achieve. Rather than turn the car crash into a grotesque, violent spectacle, the agency creative team composed a beautiful and artful scenario. Director Raf Wathion came up with the idea of using speed changes to help with transitions. He is a very intuitive director, and the fact that he shot all the visual effects practically is even more impressive."

About Phoenix Editorial & Designs

Phoenix 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. The company produces spots and HD motion graphics packages for Apple, Microsoft, Sony, Intel, Yahoo, PG&E, Disney, McDonald's, Palm, Toyota, Hewlett Packard, 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, contact executive producer Jonathan Hinman at (415) 394-7777 or visit www.phoenixedit.com.

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Client: EA Games "Need for Speed: Carbon"
Title: "Night Sky" :60
Airdate: October 26, 2006 (for :60 spot)

Agency: Heat / San Francisco, CA
Creative Director: Steve Stone
Copywriter: Warren Cockrel
Art Director: Anna Rowland
Producer: Kate Kissel

Production Co: Roses Are Blue / Los Angeles, CA
Dir: Raf Wathion
EP: Tom Weissferdt
Producer: Fred Vrancken

Telecine: Stefan Sonnefeld at Company 3 / Santa Monica, CA
Visual Effects: Mac Guff / Santa Monica, CA

Sound Design: Endless Noise / Santa Monica, CA

Editorial Company: Phoenix Editorial/ San Francisco, CA

Editor: Bob Frisk

Motion Graphics Designer: Matt Silverman

Online Editor: John Crossley