



phoenix edit, effects, design

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## FOR IMMEDIATE RELEASE

### **Phoenix Editorial and Designs complete videogame spots for ad agency Duncan/Channon**

*HD spot for Sega title "Sonic the Hedgehog" and commercial for Ubisoft's "Red Steele" part of slate of new games projects coming through Phoenix*

San Francisco, CA (November 14, 2006)—Phoenix Editorial and Designs has just completed two new spots for ad agency Duncan/Channon. "Boom," directed by John Perez of production company Notorious 24:7, promotes the new "Sonic The Hedgehog" title from Sega for PS3 and the Xbox 360. Director Jordan Brady from prodco Uber Content helmed the ad "Sensei," which introduces the Ubisoft title "Red Steele" for the new Nintendo console Wii. Both spots broke nationally this month.

In addition to editing from Bob Frisk, Phoenix contributed substantial visual effects work on both spots. The ad "Boom," which was posted in 1080i HD, had effects director Matt Silverman compositing cloud tank footage with practical foregrounds to create a menacing force of nature rolling across a sleepy farm town. In "Sensei," online editor John Crossley performed extensive rig and wire removal, as well as transitional effects on the Sensei character.

"Boom" features beautiful cinematography of a placid countryside just as a foreboding force of nature blows in. The shots are edited to build up anticipation for this extraordinary event. A weathervane twirls atop a barn, a dog perks up his ears, laundry sways on the line and a farmer looks up from tending the field to see a white blast careening across the sky, just as a male v/o says, "They don't call it a Sonic Boom for nothing." The closing shots show game footage, and finally, a field with a crop circle of the recognizable Sonic The Hedgehog logo, being carved out by Sonic himself.

In "Sensei," a young man engaging in the swordplay adventure game "Red Steele" calls upon his master for guidance. Suddenly, a white-haired, bearded man in a long, flowing robe materializes. Shot in a retro chop-suey style, with lots of dramatic zoom-ins, the master floats towards the young man. He instructs his young protégé on how to wield the wand-like Wii controller, which operates the swords and guns in this first-person shooter game.

Both spots were offline edited on an Avid Media Composer. Visual effects were produced in Autodesk Smoke and Adobe AfterEffects, and finished in Smoke. Phoenix Editorial & Designs also recently completed editorial on a TV commercial for the EA Games title "Need for Speed: Carbon" via ad agency HEAT.

### **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](http://www.phoenixedit.com).

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### PRODUCTION CREDITS FOR "BOOM"

#### **CLIENT:**

Client: Sega  
Product: Sonic XBox 360  
Title(s): Boom :30  
Airdate: 11/9/06

#### **PRODUCTION COMPANY:**

Company: Notorious 24:7  
Director: John Perez  
DP: John Perez  
Exec. Producer: Neale Ferguson  
Line Producer: Laura Morris  
Location: Half Moon Bay, CA

#### **AGENCY:**

Agency: Duncan / Channon, San Francisco  
Creatives w/ position: Parker Channon, Exec. Creative Director  
Ken Hall, Art Director  
John Munyan, Copywriter  
Producer: LauraLe Wunsch

#### **EDITORIAL:**

Edit House: Phoenix Editorial  
Editor: Bob Frisk

Online Editor: John Crossley  
Exec. Producer: Jonathan Hinman

**TELECINE:**

Telecine House: Co3, Los Angeles  
Colorist: Steve Rodriguez

**VISUAL EFFECTS:**

Effects House: Phoenix Designs  
Artist(s): Matt Silverman & John Crossley  
Graphic Designer: Matt Silverman  
Executive Producer: Jonathan Hinman

**SOUND & MUSIC:**

Sound Designer: Steve Bissinger  
Music House:  
Composer:  
Mixer: Mark Pitchford @ M Squared, San Francisco  
Producer:

**PRODUCTION CREDITS FOR "SENSEI"**

**CLIENT:**

Client: Ubisoft  
Product: Red Steele  
Title: "Sensei" :30  
Airdate: 11/11/06

**PRODUCTION COMPANY**

Company: Uber Content  
Director: Jordan Brady  
Executive Producer: Preston Lee  
DP: Mateo Londono

**AGENCY:**

Agency: Duncan/Channon  
ECD, Copywriter: Parker Channon  
CD, Art Director: Anne Elisco-Lemme  
Broadcast Producer: LauraLe Wunsch

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Edit House: Phoenix Editorial  
Editor: Bob Frisk  
Online Editor: John Crossley  
Executive Producer: Jonathan Hinman

**VISUAL EFFECTS:**

Effects House: Phoenix Designs  
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