

PRESS RELEASE

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FOR IMMEDIATE RELEASE

THX Teams with Eyestorm Productions to Bring Amazing Life Trailer to Cinemas Around the Globe

VENICE BEACH, Calif., January 28, 2008 – Over the years, THX movie trailers have wowed moviegoers around the world and have been created by some of the world’s renowned animation, visual effects and sound design teams. For its latest cinematic trailer, THX turned to Eyestorm Productions, a Venice Beach creative production company founded by veteran artists from Lucasfilm.

To successfully produce the *THX Amazing Life trailer*, Eyestorm put into motion a unique production workflow designed to enable a smaller group of artists to develop a large-scale, cinematic project. Eyestorm’s new approach to the creative process shifted the traditional production paradigm by organizing smaller teams made up of artists who could handle broader skill sets.

“We felt that reforming the standard production pipeline to small teams with broad skills, fewer chains of command, and a direct line of communication between the artists and clients would save time and resources, while maintaining the artistic vision,” said Michael Klima co-founder, creative producer/director.

"THX gave us an artist's dream creative brief: Create something that is a non-commercial, spectacular piece of art that reaches out to every audience member as a gift, not an advertisement. Its beauty and sound is its message and that alone is THX," said Kyle Ruddick, co-founder, creative producer/director.

Eyestorm met the challenge, from both a creative and execution standpoint with the production of the THX

trailer, *Amazing Life*. The storyline of *THX Amazing Life* focuses on photo-realistic organisms of various shapes, sizes and colors, growing from the logo's metallic surface and eventually culminate into the famous THX Deep Note crescendo. A final panning shot reveals the metallic surface to be the THX logo covered with vibrant, living, musical creatures.

“We worked closely with Eyestorm to develop a concept that rings true to the tradition of great THX trailers, yet reinvents itself along the way,” said Ed Rice, director of global marketing at THX. “*THX Amazing Life* does exactly what we intended it to do - provide a fun and entertaining way to demonstrate the power and performance of a THX Certified Cinema's surround sound and projection system, while getting audiences excited for the feature presentation.”

“This 100% CG concept had 13 shots, a photo-realistic look, intense texturing, shading, look development, and an end shot that would comp together over 3,000 models both 3-d and 2-d,” said Klima. “And the timeline itself was one of the biggest challenges - completion within a six week period.”

The *THX Amazing Life* trailer hit the screens right in time for the holiday releases, proving that big ideas can come from small places. The trailer can be seen at any THX Certified Cinema or at www.thx.com.

About Eyestorm Productions:

Eyestorm Productions is a creative production company formed out of the idea of combining an ad agency and production company together. The focus: high concept ideas with impacting visuals to commercials, music videos, viral videos, and films.

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