

FITA08

International Forum for Animation Technologies

10th edition – December 3 to 6 2008

Cité Internationale de la Bande Dessinée et de l'Image (Angoulême)

4 days of lectures, case studies, masterclasses and projections devoted to Digital Images -
Celebrating 10 years of FITA



Meet with the most innovative creators of ground-breaking technologies and broaden their understanding of these technologies by engaging with their creators in a series of complementary workshops. **Understand in more depth the economic challenges** of a world where traditional business models are collapsing and discover viable alternatives.

Participate in Masterclasses and Workshops, and get free training with international specialists like Bill Plympton.

And celebrate 10 years of FITA: evenings, cocktails, surprise !

Presents

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FITA is a conference devoted to Digital Images.

FITA gathers, from December 3 to 6, in Angoulême, 300 professionals and 200 students. For these four days, FITA will bring together the world's leading specialists around the theme of cross-media animation.

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THEME OF FITA 08: Cross-Media Animation

Animation is on every screen: movies, TV, games, the internet, and on mobile devices.

Animation is not a genre any more but a technique, used for multi-purpose content.

FITA offers a unique opportunity to compare points of view and to contrast experiences of those who are using animation techniques on the internet, mobiles, TV, feature films, and games... Internationally recognised specialists will discuss creative, economic and technical issues.



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A FEW MEETINGS NOT TO BE MISSED WHILE AT FITA 08

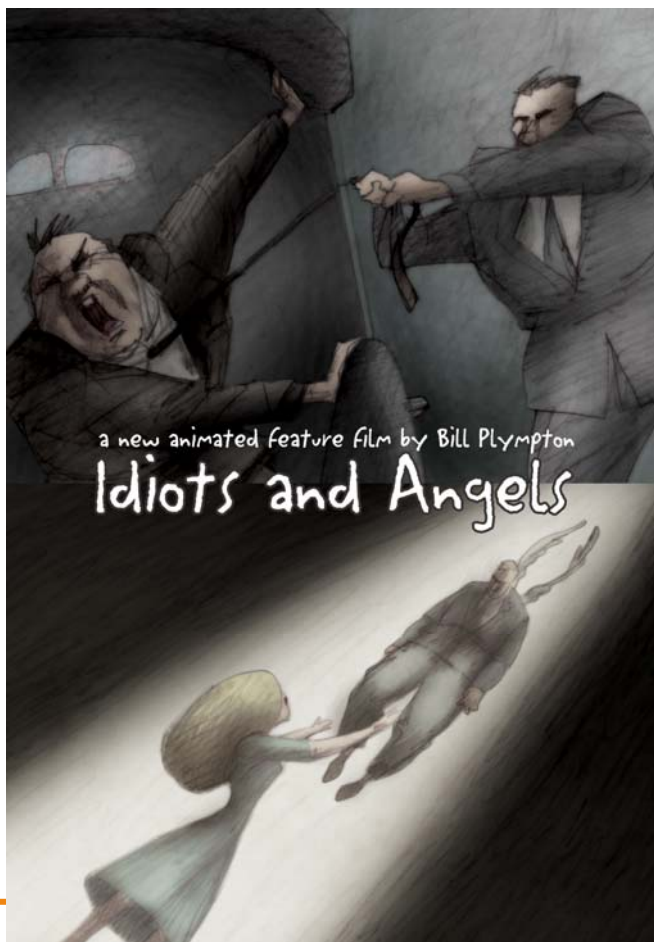
Tuesday, December 2nd

 **Screening: Bill Plympton's latest feature film 'Idiots and Angels'**

 **Opening Dinner**

Bill Plympton is that kick-off of FITA 08 with the presentation of his new film "Idiots and Angels" will be screened before dinner opening the tenth FITA.

The preview "Idiots and Angels" by Bill Plympton, 19:30
CGR cinema (30, rue St Roch, Angoulême).
Inquiry on info@fita-magelis.org



Opening Dinner "Chez Paul" (Francis Place Louvel, Angoulême), from 21.30.
Inquiry on info@fita-magelis.org



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Wednesday, December 3rd

Opening Keynote by Jordan Mechner

Jordan Mechner is creator of the 'Prince of Persia' video games series, published by Ubisoft. Its massive success, 10 millions copies sold worldwide, convinced Walt Disney Features to produce a feature film based on the game which **Jordan Mechner**, the game's creator, is closely involved with. As he has also just published a graphic novel based on the 'Prince of Persia' character, he is a perfect example of a cross-media creator, and so obviously the ideal choice when planning FITA's Opening Keynote.

Focus on Japan

We will start our focus on Japan in the afternoon. It will be the perfect opportunity to meet with artists like **Professor Yoichiro Kawaguchi** from Tokyo University, and **Shuzo John Shiota**, President and CEO of Polygon Pictures Inc.

10 ground-breaking Technological Innovations : Part One

Taking its cue from its 10th birthday, FITA will showcase 10 major technological innovations which will directly influence the development of animation from now into the coming years. For the first time, FITA audiences will have the opportunity to deepen their understanding of these new technologies by engaging with their creators in a series of complementary workshops.

Companies like **Allegorithmic, Image-Metrics, Inago, Intel, and Toon Boom; and R&D labs** and universities such as **Bunraku, Filmakademie Baden-Wuerttemberg and ATI-Paris 8**, are among those who will be presenting. Topics will include Expressive Rendering, Procedural Animation, Stereoscopic 3D Production of TV Series, Facial Animation, and Computational Photography. Not to be missed on Wednesday: A lecture by **Hannes Appell** from Filmakademie Baden-Wuerttemberg titled '*Crossing borders in a digital world: Using the power of Cryengine2 for film previz and set extensions*'.

Hosting the talks is **Christian Guillon**, President of French company 'EST' and Vice-President, Visual Effects, Animation and Multimedia of FICAM ('Fédération des industries du Cinéma, de l'Audiovisuel et du Multimédia').

Stereoscopic 3D

There will be a series of talks focusing on Stereoscopic 3D, the hot technology of the moment moving rapidly from movie theatres into the worlds of TV, games and mobiles. These lectures will allow participants a better understanding of the creative, technical and financial challenges production companies face in order to produce stereoscopic 3D versions of their intellectual property.

Not to be missed: a talk by Antefilms about a stereoscopic 3D TV series featuring its Director, Technical Director, the company providing the auto-stereoscopic screens, and a representative from Orange, the global telecommunications giant.

Following case studies and lectures, a panel discussion will give an opportunity to participants to explore in more detail the future of Stereoscopic 3D.

Masterclass by Bill Plympton: 'Idiots and Angels'

Of course, animation's true fans will not miss award-winning director Bill Plympton's absorbing Masterclass ...



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Thursday, December, 4th

Live action and Animation: 'Toons! A Tribute to Roger Rabbit'

'Toons! A Tribute to **Roger Rabbit**' is designed as a celebration of the 20th anniversary of this revolutionary film. '**Who Framed Roger Rabbit?**' was the only feature in production to survive the hostile takeover attempt of the Disney organisation in the 1980's and helped to usher in the animation industry's second 'golden age'. In order to place the film in an accurate historical context, a half-hour look at the beginnings and development of combining animation and live action will precede the presentation, followed by a discussion and question-and-answer session with principal players in the production of the film, and then a screening of the entire feature itself. FITA will also take this opportunity to explore the latest hybrid movies, commercials, and TV series ...

Cross-media Animation: Studios of Invention

Major studios involved in Cross-media Animation will come to FITA and present case studies. Not to be missed: **Teamto** will discuss '**Plankton Invasion**', a tremendous success at this year's Cartoon Forum. **Ouat Entertainment** will explain more about their role as a producer of offline and online games based on well-known TV series and feature films. A further selection of writers, producers and internet series' producers will discuss creative, technical and financial issues.

Sound Design: From Films to Games, from Linear to Interactive

Cecile Le Prado, Lecturer at CNAM and Head of Training 'Sound Design for Games and Interactive Media' at ENJMIN, the National School for Games and Interactive Media Design, will host a series of talks on Sound Design. Studios, R&D labs, artists, technicians, and researchers will present their most innovative creations for TV series and feature films, while articulating the challenges that face them today. Proceeding from linear to interactive, they explore the specific challenges linked to multimedia achievements and will introduce tools and techniques able to help sound designers address these issues. Real Time Sound Design, 5.1 for TV series, and Generative Music will be amongst the topics covered at FITA this year ...

10 ground-breaking Technological Innovations: Part Two

Lectures analysing major technologies will continue on Thursday.

Not to be missed: A lecture by **INAGO** about Human to Computer Interactions. As one of the world's leading developers of HCI, INAGO is focused on creating products that enhance the way people work - and play - with machines. Inago NetPeople® technology employs what is called 'natural language reasoning solutions' i.e. advanced software that enables a machine to 'understand' everyday language and respond in an appropriate and 'human' way.

FITA will also unveil a very innovative real-time production pipeline ...

Masterclass by Ernest Adams: 'Interactive Storytelling'

Ernest Adams - Game Design Consultant, International Hobo - will give one of his famous Masterclasses on Interactive Storytelling.

Gala Dinner

Of course, the Gala Dinner will be one of the highlights of FITA 08.!





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Friday, December 5th

The Collapse of Existing Business Models and the Emergence of New Ones

The business of finance is represented in the series of lectures 'The Collapse of Existing Business Models and the Emergence of New Ones', organised in partnership with **CEPE** ('Centre Européen des Produits de l'Enfant) and **IAE** (l'Institut d'Administration des Entreprises) at Poitiers University. Professionals in the fields of video games, the internet, and mobile phones, will discuss their experiences and the solutions they've reached with their colleagues in the animation world; and perhaps in the process, they will illuminate new routes to market. **Alain Busson**, Professeur affilié, Groupe HEC / Laboratoire EOLE (Management des Technologies et des Médias), will be the host of this series of talks.

HD: The creation of an innovative pipe line, cross-format operability, and effective management of shared off-site renderfarms

HD's specific technological challenges will be explored in targeted presentations. Topics include: cross-format operability, the re-use and integration of assets created across multiple outputs, effective management of shared off-site renderfarms and the attendant issues of file security, multiple-monitor calibration, etc. These talks are organised in partnership with the HD3D Association.

Education Summit : How to train 'cross-media' students?

FITA will gather lecturers from international training centres, including **USC** (University of Southern California), **Carnegie Mellon**, Filmakademie Baden-Württemberg, and **ENJMIN** to discuss how to train 'cross-media' students.

Masterclass by Franck Gladstone: 'A Brief and Irreverent History of Character Animation'

Franck Gladstone presents a very concentrated, occasionally impertinent look at the evolution of frame-by-frame performance. Using a chronologically-based syllabus, he traces character animation from its earliest days to the present, and takes a peek or two at what may be coming in this most controlled and most expansive of cinematic arts.

FITA's 10th Birthday: the Party not to be missed!

FITA will celebrate its 10th Birthday on Friday night and will be offering animation professionals a wonderful Party as befits the celebration.





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Saturday, December 6th



Screenings open to the general public

On Saturday December 6th, FITA will screen the latest feature films and 'Best of' selections from partner festivals. These screenings will be opened to all professionals and students attending FITA and to the general public.

About FITA

Founded ten years ago by SMPI-MAGELIS, the International Forum for Animation Technologies (FITA) brings together professionals not only from the world of animation but also from video games and HD. Conferences, screenings and debates bring together 250 to 300 professionals and 200 students each year for four days in Angoulême. Screenings open to the general public give the event a festival aspect.

FITA is organised by the Pôle Image Magelis – www.magelis.org – in conjunction with NX Publishing - www.nxpublishing.com - with the support of numerous professionals from the Angoulême area as well as major industrial partners.

About Magelis

Magelis is an economic development agency whose role is to promote the image sector in the county of Charente by encouraging the setting up and support of companies and creators, the creation of training organizations and the development of research. Today, Magelis sees productions emerge or develop in such varied fields as feature-length animation films, TV animation series, live action fiction, multimedia, advertising, 3D films, comic strips, including: 'Fear(s) of the Dark', 'Kirikou and the Sorceress', 'Kirikou and the Wild Beasts', 'U', 'The Triplets of Belleville', 'Asterix and the Vikings', 'Loulou et Autres Loups', 'Funky Cops', 'Code Lyoko', 'Yakari', 'Totally Spies', 'Witch', 'T'choupi', 'Cédric', 'Flat', 'SOS 18', 'Père et Maire', 'Brodeuses'...

Magelis is the leading regional aid fund for the production of animated images with about one hundred specialised structures; about twenty companies specialising in animation; a wide range of training courses, particularly aimed at the animated image and graphic arts; a research centre specialising in image technologies (3D effects, video games, multimedia, 2D/3D animation, motion capture, etc.).

Further details: www.magelis.org

About NX Publishing

NX Publishing, founded by Jean-Michel Blottière, is a communications company specialising in new technologies and high-level event programming. To date, NX Publishing has contributed to the organisation of the Imagina conference; created webcasts for IBM International; set up the lecturing schedule for the National School for Videogame Design (ENJMIN). In addition to FITA, NX Publishing is the co-organiser, with the Filmakademie Baden-Württemberg, of the FMX conference in Stuttgart, Germany.

Further details: www.nxpublishing.com