

# MSV PICTURES GOES WITH HOLLYWOOD MOVIE MAKERS' CHOICE: PIXAR'S RENDERMAN.

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## PRESS RELEASE

**Yogyakarta, April 25, 2014** - MSV Pictures, an award winning Indonesian based animation studio, today announced its complete and advanced production facility, including PIXAR's RenderMan.

"We have big dreams in joining the Hollywood crowds by producing exceptional movies, from where we stay, here in Indonesia. And it seems like our dreams will start with our initial animated features, BATTLE OF SURABAYA." said M. Suyanto, Prof. DR. M.M., founder of MSV Pictures. "Members of MSV Pictures have been preparing lots of pre-production requirements, and obviously, in order to achieve what we've started, productivity is one of the keys. We were so amazed seeing with our own eyes that RenderMan could put whatever we could imagine of the pictures would be, in such efficient time compared to other solutions. That's why we are so confident with our projects forward. And at this time being, we've completed the initial scenes. Another following cheerful moments, even when we're promoting the BATTLE OF SURABAYA trailer, it won People's Choice Movie Trailer Awards last year, in 2013! Not forgetting to mention that Pixar's support is outstanding! Big thanks to Pak Bimo of Sentra Grafika Kompumedia, for supporting us too."

Through intensive research and development in order to define the core of rendering engine that MSV Pictures would have forward, they found that PIXAR's RenderMan is the easiest, most flexible, versatile and fastest rendering engine in delivering any kind of images from their ideas.

"We acknowledge that PIXAR's RenderMan is the best rendering engine out there. RenderMan helps us getting the rendering tasks done a lot faster, with the comfort in setting up the pipeline. With Slim™ (RenderMan Shader Tool), our production team focusing on visual development found it easy to generate their own and preferred look of the materials/shaders." said Roy (R2Y), the Research and Development Head of MSV Pictures. "MSV Pictures is currently the only studio in Indonesia that is using multiple RenderMan nodes for production. We are very grateful that we've been supported directly since the very beginning by Peter Moxom of PIXAR Animation Studios when we're asking for trial license, along with Bimo Adi Prakoso of Sentra Grafika Kompumedia. Another plus is, the great help from RenderMan forum, which delivers remarkable assistance in getting online support."

Another key element of the decision made by MSV Pictures, is the exceptional support from PIXAR, that has made a huge difference in advancing their progress. "We warmly welcome MSV Pictures to the RenderMan Family" said Peter Moxom, World Wide RenderMan Channels Manager at Pixar Animation Studios. "We are

excited to see what their talented artists are capable of producing with Pixar's RenderMan as part of their arsenal of tools."

With the close relationship between Prof. Suyanto of MSV Pictures and Bimo Adi Prakoso of Sentra Grafika Kompumedia, the final decision to go with RenderMan was taken smoothly.

"Because of the nature of being a top performer, MSV Pictures had chosen Sentra Grafika Kompumedia as their leading vendor, with all cutting edge technologies that we represent from many respected companies, such as PIXAR Animation Studios," said Bimo Adi Prakoso, the founder and Director of Sentra Grafika Kompumedia PT, a leading graphics solution vendor in Indonesia. "It has been a great pleasure, serving MSV Pictures and become part of their achievements and success."

### **About MSV Pictures.**

Mataram Surya Visi (MSV Pictures) was established in June 19, 1993. It was started as a subsidiary of STMIK AMIKOM, Yogyakarta. MSV Pictures had won some prestigious awards such as Asia's Best Top 10 International Urbanimation, Digital Animation INAICTA 2009 Merit Winner, MNCTV's Top 10 Animafest Nominee, Appreciation Film of Indonesia 2012 Nominee, Indigo Fellowship Award 2012 Winner and People's Choice International Movie Trailer Festival 2013 Winner. MSV Pictures is working to complete some features with well known Director from New Zealand, Tristan Strange of New Zealand, and American screenwriter, Robert Palowski.

### **About Pixar Animation Studios**

Pixar Animation Studios, a wholly owned subsidiary of The Walt Disney Company, is an Academy Award®-winning film studio with world-renowned technical, creative and production capabilities in the art of computer animation. Creator of some of the most successful and beloved animated films of all time, including "Toy Story," "Monsters, Inc.," "Cars," "The Incredibles," "Ratatouille," "WALL•E," "Up," "Toy Story 3" and "Brave," the Northern California studio has won 30 Academy Awards® and its films have grossed more than \$8.3 billion at the worldwide box office to date. "Monsters University," Pixar's fourteenth feature, is now available on all home entertainment platforms.

### **About Sentra Grafika Kompumedia, PT**

Sentra Grafika Kompumedia PT (SGK) is Indonesia's leading graphics technology solution provider for engineering and multimedia market, based on the general and unique needs of most customers. With the head of office in Jakarta, SGK has widely established partnerships with many channel partners from many major cities in Indonesia. Through strategic partnership with leading international principals, SGK ensures to offer affordable, scalable, cost effective and proven solutions available in the market to the needs required by most customers.