



CAMERA DI COMMERCIO
INDUSTRIA ARTIGIANATO E AGRICOLTURA
DI TORINO



ONTARIO
CANADA

Canada



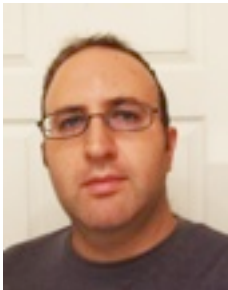
Companies from Ontario: Canada that Change the World

Showcase Ontario

Thanks to “Companies that change the world”, View becomes the meeting place between the most innovative companies from abroad and the Piedmontese realities. This year the attention is focused on 5 companies from Ontario, Canada, presenting their innovative projects and works. The event is organized with the support of the Think Up project (www.thinkupict.org), within the partnership with the Ontario Ministry of Economic Development and Trade, the Embassy of Canada in Rome and Polo della Creatività Digitale e Multimedialità. The Think Up project is an initiative of the Chamber of commerce of Torino, managed by three highly technical partners: Piemonte Agency for Investments, Export and Tourism, Torino Wireless Foundation and CSI-Piemonte. The project promotes on foreign markets excellent ICT companies from Piemonte – Italy.



GIANT STEP



Gil and Eyal Katz
Managing Partners
Giant Step Inc.

Gil and Eyal co-founded Giant Step – a boutique, award-winning digital marketing agency that creates branded online experiences – specializing in the production of destination sites that engage audiences online. Since 2003, Giant Step has been developing online campaigns and applications for a wide range of clients ranging from startups to major brands including Gogo's Crazy Bones, Ingle Insurance, and AT&T Rock the Vote.



By integrating technology + design + marketing in one shop, Giant Step produces destination websites, social networks, eCommerce and custom web applications that generate marketing results, including millions of online engagements.

Maximizing Online Engagement of Branded Content

This session will explore various design strategies that help generate high levels of online engagement for branded content. Today, people spend countless hours interacting with branded websites, and online experiences have a major effect on product branding, marketing and sales. A brand's website can offer information, entertainment, education, community, and more. The subtle ways in which those aspects are implemented make the difference between a highly engaging site that fans love to visit regularly, and one that is visited only once.



Various ways to increase the breadth and depth of branded online experiences will be reviewed, using recent examples including the global online community for collectible toy Gogo's Crazy Bones, with a focus on:

- * Ways to increase online registrations
- * Ways to increase the time spent on your site
- * The importance of the integration of all online and offline elements
- * How to create a branded community that people want to join
- * A variety of ways to leverage user-generated content
- * How to instigate repeat visits



XENOPHILE MEDIA



Patrick Crowe
Executive Producer
Xenophile Media

A producer, writer, filmmaker and game designer, Patrick is the proprietor of Xenophile Media – a Toronto-based cross platform production company specializing in the creation of hybrid interactive stories that are deeply embedded into television properties. The winner of two Emmy Awards, Xenophile’s include Disney, CBS, Cartoon Network, Canal + and BBC. He has written for the animated series “6Teen” and “Olliver’s Adventures” and a feature film co-written with author Carol Shields. Xenophile first won international acclaim for the Primetime Emmy ® Award-winning Fallen

Alternate Reality Game and the International Emmy ® Award-winning ReGenesis Extended Reality Game.

Xenophile’s greatest commercial success has been in kids programming. “Total Drama Island – Totally Interactive!” is distributed into over 30 countries. It can boast more than 8 million registered players online. “Rollbots Online” is Xenophile’s newest animated interactive property. The company has completed the second season of the top-rated CBBC online series, The M.I. High Game.

Animating Interactive Media

Patrick Crowe will present case studies of Xenophile Media’s successful interactive extensions of kids / animation properties including: Total Drama Island – Totally Interactive! (Cartoon Network, Teletoon), Rollbots Online (YTV) and The M.I. High Game (CBBC). He will additionally present a brief overview of projects in development from Kelen Content (Xenophile Media’s strategic partner).





STARZ ANIMATION TORONTO



David Steinberg

*Executive Vice President & General Manager
Starz Animation Toronto*

With 29 years in children's entertainment, David Steinberg has contributed his talents as an executive, producer and artist to more than 15 major feature animated releases for Disney, Universal, Fox, MGM and Warner Brothers. The first project launched under Steinberg's leadership is the Focus Features animated feature "9", produced by Tim Burton. This was soon followed by two additional major animated features, including "Gnomeo and Juliet" from Rocket Pictures and Miramax Films. Under Steinberg's direction, the studio also completed production of Universal/Big Ideas' critically praised 2008 theatrical release, "The Pirates Who Don't Do Anything: A VeggieTales Movie", as well as other high-profile projects which have all defined Starz Animation Toronto's unique capability to create top-quality entertainment at "smart" budgets. He is working to make Starz Animation Toronto a home for the most talented creators, producers, artists, and technicians, in order to create successful, imaginative, high-quality animation for screens of all sizes.

Champagne on a Bear Budget: How Starz Animation Toronto is Redefining the Animation Production Process

Starz Animation Toronto has developed a feature animation approach that relies heavily on the ingenuity of the artists, software developers and management team to define a new way to make high quality product. The getting the on the screen efforts of the to trim waste in process and artistic and solutions to unique needs and director. philosophy that driving force consecutive features is now as well to the



animated mantra of most dollars has led the Toronto team the production find elegant technical meet the of each project The same has been the behind five theatrical CG being brought studio's growing

VFX and stereoscopic units. By continuing to redefine the approach to animation production, doors can be opened to redefining the kinds of animation that can be produced and ultimately reinventing the medium.



IMARION



Alex Olegnowicz
President
Imarion Inc.

Born in Mexico City, Alex Olegnowicz moved to Toronto in 1995 searching to expand and utilize his background in graphics and animation and apply it to the Film & Television industry in “Hollywood North”. Dedicated to the post production, VFX and animation process, Alex has established a renowned boutique facility, not only assisting producers in the post-production of their projects, but also giving insight to the pre-production and production process, ensuring the successful completion of quality programming. Mr. Olegnowicz, has been nominated for an Emmy and the RTS award for producing the visual effects for the Discovery Channel documentary Planet Storm. He currently sits at the forefront of the post-production industry in Toronto. His objectives at View Conference are to network with producers for possible production and coproduction opportunities; to offer animation, VFX and post production services; to interact with animation and VFX studios to develop a working relationship; and to offer joint services to international markets.

The Business of VFX and Animation

Alex Olegnowicz from Imarion Inc., in Toronto, will present the business case for an efficient Visual Effects and Animation studio. This presentation is based on Imarion's own case, how the company developed from one artist in a living room, to a full animation, VFX and post facility in a competitive market in North America.





SIDE EFFECTS SOFTWARE

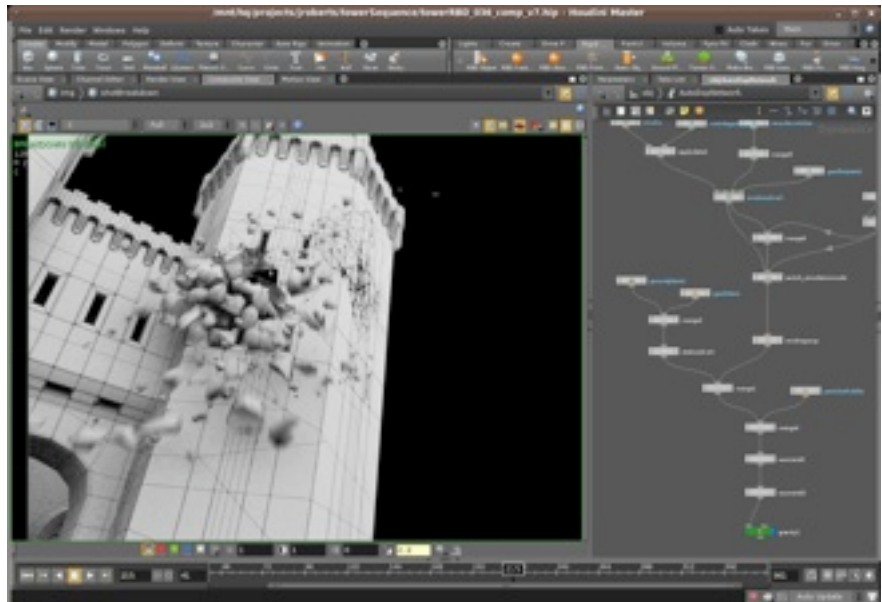


Richard Hamel
VP, Marketing and Sales
Side Effects Software Inc.

As a member of the executive team at Side Effects Software, Richard Hamel is involved in most operational and strategy development aspects of this 23 year-old, innovative, technology-based Canadian company. He oversees the sales and marketing functions as well as technical support, customer training, education programs, and the US subsidiary in Santa Monica, California. His leadership has helped the company deepen its relationships with virtually all the large film studios around the world, broaden its user base globally, and increase the overall effectiveness of the organization while building on the organization's cultural strengths. Prior to joining Side Effects Software in the mid 90's, Richard developed his management experience in IBM Canada, holding various sales and management positions. He holds a Bachelor of Applied Science in Civil Engineering from Queen's University and a Masters in Business Administration from the Richard Ivey Business School in London, Ontario.

Go Procedural

Today's Digital Content Creators are facing a maelstrom of pressures as technology, globalization, client expectations, end-user sophistication and business models evolve with unprecedented speed. Doing more with less has never been more paramount and yet organizations, for a variety of reasons, are often hesitant to embrace new approaches, even if they are proven. This short presentation covers why procedural animation is so relevant for today's 3D artists and production



facilities. You will also learn who Side Effects Software is and how its innovative technologies along with its staff are helping companies, both large and small compete more effectively.