

Press Release

Date: 24th May 2010

Headline: **Crystal CG announces new partnership**

Subhead: **Crystal CG International and CAN Communicate join forces to enhance 3D and CG projects**

London 24th May 2010 - Crystal CG International, leading digital imaging and 3D animation company, and CAN Communicate (CAN), one of Europe's foremost 3D film and television production specialists, today announced a strategic partnership that will allow each organisation to offer enhanced creative services to its respective clients. Under the terms of the agreement, each party will be a preferred supplier to the other within its particular areas of specialism.

With both organisations drawing upon their sector experience in sport, broadcast and commercial, the partnership will allow Crystal CG International to offer its clients the opportunity to include live film footage in their animations, while CAN is able to incorporate animated or still computer graphics into its 3D projects.

3D is evolving from flat 2D images which "jump out" at the audience, to more sophisticated stereoscopic technology which creates a depth of image resulting in a richer viewing experience. CAN Communicate and Crystal CG International will combine their expertise to move 3D animation and filming beyond its existing constraints.

"Filming and animating in 3D is not the same as its 2D counterparts. Adjustments need to be made, such as the pace of filming which will allow viewers' eyes and brains to keep up without losing impact," said Gilles Albaredes, Managing Director at Crystal CG International. "The technology is evolving very quickly and gaining in popularity following the success of Avatar, and Channel 4's first 3D week in November 2009. Our joint proposition will benefit both our clients, but also the development of this exciting format."

“This strategic partnership enhances CAN’s offering and will allow us to expand into new markets and provide additional services to our clients,” Chris Dyer, Business Development Partner, CAN Communicate. “We are delighted to be working with Crystal CG International and providing a creative force that is a cut above our competition.”

The companies are already in discussion about several forthcoming projects.

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About Crystal CG

Crystal CG was founded in 1995 in Beijing. In just 15 years we have become one of the largest digital media companies in the world. A vital and exciting enterprise, we are constantly reaching out into new dimensions to expand our portfolio of innovative digital solutions. We are a thriving, international business - helping clients the world over to explore new frontiers in visual communication.

- Crystal CG was the Olympic Games Graphics Design Services Supplier for the Beijing 2008 Olympic Games
- Crystal CG is the Designated Multimedia Design Service Provider for the Shanghai 2010 World Expo
- Crystal CG is Olympic Games Official Digital Imaging Services Supplier for the London 2012 Olympic Games

For further information about Crystal CG International, please visit www.crystalcg.co.uk

About CAN Communicate

Can Communicate (CAN) is a leading producer of 3D HD content with a passion for creating multi-format films for multi platform distribution. After filming in 3D for the last five years, CAN has emerged as one of Europe’s leading producers of Stereoscopic 3D. CAN has just produced a live 3D multi camera OB of the ballet performance of ‘Giselle’ shot at The Mariinsky Theatre, St Petersburg, Russia. Last year CAN co-produced and post produced seven hours of programming for Channel 4’s 3D Season, including; *The Queen in 3D*, *the Derren Brown’s 3D Magic Spectacular* and *T4 Live*. CAN’s innovative work has included a number of firsts, including

Working BBC Sport, to co-produce the first 3D HD LIVE transmission of an international sports event, Scotland vs. England: Rugby Union - '*Calcutta Cup*', and Can produced the first 3D LIVE transmission of the opera 'Don Giovanni' for screening to theatres in Paris. Demand for 3D programming is far outstripping supply and this looks set to continue.

CAN provide 3D expertise, creative solutions and technical innovation to produce 3D content with lasting value.

For more information please visit www.cancommunicate.com

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