



NVIDIA to Launch Gelato 2.0, Sorbetto

NVIDIA will introduce Gelato 2.0 at SIGGRAPH 2005, which brings a list of new features and performance improvements. NVIDIA Sorbetto, also introduced at SIGGRAPH 2005, is an interactive lighting tool that will be available as an option with Gelato 2.0.

Gelato is the software renderer that leverages NVIDIA Quadro FX graphics boards to accelerate final-frame rendering for film, TV and design.

Gelato ships with a plug-in for Alias Maya that allows users of that modeling and animation package to harness the

full power of Gelato and Sorbetto. Dubbed "Mango," this plug-in is full-featured and not a limited subset of Gelato functionality. A similar plug-in for Autodesk's 3ds Max has been created by Frantic Films.

Gelato 2.0 includes the option of adding Sorbetto relighting technology. Sorbetto is an additional feature set that allows Gelato to re-render changes to a scene's lighting an order of magnitude or more faster — fast enough to be dubbed "interactive." You can add or

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Autodesk Releases New Versions of VFX, Editing & Digital Color Grading Systems

Autodesk Inc. released new versions of its visual effects, editing/finishing and digital color grading systems. Used to create high-value feature film and television content, Autodesk's systems have been used on such major projects as *Charlie and the Chocolate Factory*, *Fantastic Four*, *Spider-Man 2*, *The Sopranos* and the *CSI* franchise.

The new systems will be showcased at the Autodesk booth (#1700) at SIGGRAPH 2005 at the Los Angeles Convention Center, Aug. 2-4. It is also anticipated — but unconfirmed — that the newest version of 3ds Max will also be launched, with improved character animation, among other new features.

New versions include Autodesk's Discreet Fire 7.0 and Discreet Smoke 7.0 editing systems, Discreet Inferno 6.5, Discreet Flame 9.5 and Discreet Flint 9.5 visual effects systems and the Discreet

[See Autodesk, Page 7]

Vicon Allows Upgrade with MX Bridge

Vicon, developer of Academy Award-winning motion capture technology, has released MX Bridge, a hardware product that allows previous-generation Vicon cameras to be seamlessly connected to the new Vicon MX architecture. MX Bridge represents a flexible upgrade path and gives users benefits such as grayscale imaging and the ability to mix and match cameras of different types. The MX Bridge is aimed at and priced for current Vicon users who want to move to Vicon MX but need an alternative to a full MX system replacement, or users who are seeking to add MX cameras to an existing pre-MX setup.

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Pipelinefx to Unveil Qube! 4.0 at SIGGRAPH 2005

Pipelinefx, a leading provider of render farm management software for 3D animation and interactive entertainment companies, will demonstrate version 4.0 of its flagship product, Qube!, at SIGGRAPH 2005, being held at the Los Angeles Convention Center from July 31 to Aug. 4.

The new version of Qube! will feature new performance and usability features, elevated compatibility with several popular graphics tools and an enhanced graphical user interface (GUI) called qubic. Enhanced support for applications, including Maya, SOFTIMAGE|XSI, 3DS Max, Shake, Nuke, mental ray, as well as compatibility with the latest version of Apple's operating system, OS X Tiger (version 10.4) will be demonstrated.

Render farm management is a mission critical activity for film, 3D anima-

tion and visual effects. Increasingly, state-of-the-art computer game companies are using this technology to process art assets and distribute the game build process. Render farm management software is the glue that holds the workflow pipeline together — allowing artists using a wide variety of tools to create high quality shots or build sophisticated computer games.

"We have focused on enhancing performance and usability to meet the increasing demands of modern development environments," said Troy Brooks, cto of Pipelinefx. "For example, configuring the Qube! Supervisor is now even easier with a new graphic interface, job execution under Windows has been simplified and performance has also been improved by providing realtime license checking, which reduces the

number of lost jobs due to insufficient licenses at job execution time. Other performance features include a multi-threaded worker, which improves communication and increases reliability via a self-healing mechanism."

Qube! was originally developed for Square USA's 2,000-processor render farm at a cost of more than \$2.5 million. It was used to produce *Final Fantasy: The Spirits Within*. Pipelinefx acquired the rights to the software in 2002 and the company's technical team began enhancing the product with a complete re-write incorporating a variety of patent-pending techniques for batch queuing and process control. The software's architecture supports the ability to achieve deep integration with all of the artist tools used by animators and game

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Polhemus Offers Totally Wireless Tracking System

Polhemus, the industry leader in 6 Degree-of-Freedom (6DOF) motion capture, tracking and digitizing technologies, announced the Liberty LATUS (Large Area Tracking Untethered System). This system represents a whole new dimension in tracking technology, one that offers a totally wireless, full 6DOF solution. The system has speed, ease-of-use via an intuitive Graphical User Interface (GUI), and is capable of tracking up to 12 independent markers over large areas at a rate of 94 or 188 updates per second.

Polhemus will be demonstrating the Liberty LATUS system in booth #952 at SIGGRAPH 2005 at the Los Angeles Convention Center on Aug. 2-4.

Each self-contained marker is tracked in space by receptors, each providing 8-foot diameter spherical coverage. Additional receptors can be arranged to cover an area of any shape. Each Liberty LATUS system is capable of connecting up to 16 receptors for coverage of hundreds of square feet. Systems may also be concatenated for even larger area coverage.

Liberty LATUS comes standard with Windows 2000/XP GUI and a comprehensive, easy to use Software Developers Kit (SDK). The GUI allows four independent user definable profiles for setting system parameters such as filtering, output formats, coordinate rotations and much more. This is a valuable feature for multiple applications or users. For visualization, an integrated motion box provides navigable points of view and can include text data. Additional features include a data record/playback component plus the ability to quickly export data via Microsoft "Named Pipe."

The 2 oz. marker contains all necessary processing hardware, including a rechargeable lithium-ion battery enclosed in a plastic shell. No interconnect wiring is required between markers: they operate as totally independent modules. The system is capable of accommodating up to 12 markers. The battery provides power for approximately two hours and is easily removed for recharging. The receptor is a high performance magnetic sensing ar-

ray contained in a plastic shell. The receptor detects the magnetic fields emitted by the marker(s) for up to 8 feet (2.44m) in spherical diameter. Receptor cable length is 60 feet (18.3m). This lightweight, small cube can easily be mounted to almost any surface. The system is capable of accommodating up to 16 receptors for huge areas of total coverage.

Incorporating state of the art Digital Signal Processor (DSP) electronics in concert with A/C magnetics provides the user with improved signal-to-noise ratios, which increase range, stability, resolution and speed. The system is essentially unaffected by facility power grids or electric power motors and update rates are always maintained, allowing for consistent, high quality data.

"The new Liberty LATUS highlights the commitment we have to our customer base," said Polhemus president/ceo Al

Rogers. "We appreciate their business and confidence, which has helped us maintain the leadership role in driving the advancement of 6DOF tracking technology. The latest Liberty system is proof of that commitment — LATUS delivers truly wireless full 6DOF drift free tracking over large areas and without significant distortion issues. Distortion mapping is not required with this system. An 800-sq.-ft.-area can be set up and operational in less than one hour."

The Polhemus Liberty series, in combination with FastTRAK and the cost-effective Patriot system, provides a full line of products to meet various tracking requirements and budget constraints.

Vermont-based Polhemus (www.polhemus.com) is a global leader in providing 3D position/orientation tracking systems,

[See Polhemus, Page 16]

'Educating the Educators' at SIGGRAPH 2005

What does it take to get a job? What is the level of quality that companies are looking for? How can your students use their demo reels to open the doors to their careers?

This seminar, "Educating the Educators," July 31, 3:30-5:30 pm, at the Los Angeles Marriott Downtown (Concourse Ballroom 1-2), is a rare opportunity to hear from the experts exactly what a company wants to see in a demo reel. Learn how to help your students create the reels that will get those jobs.

In this seminar, industry leaders will give you the inside track on what they want to see from your students — the skills, the techniques, exactly what it takes that makes the difference between a "pass" and an interview.

Moderator:
Women in Animation
Jan Nagel, President

Panelists:

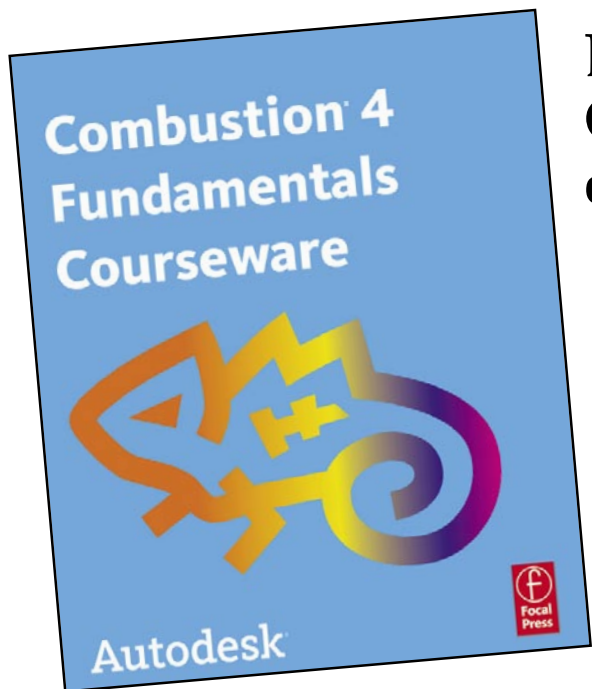
Glenn Campbell, Area 51, Visual Effects Supervisor
Rachelle Lewis, Digital Domain, Recruiter
Pamela Thompson, Ideas to Go, Recruiter/CareerCoach
Michael Conelly, Rhythm & Hues, Technical Manager
Matt Merkovic, Digiscope, Visual Effects Supervisor
Michael Fink, Visual Effects Supervisor (unconfirmed)

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To register go to: <http://www1.discreet.com/site/SecTrans.nsf/EducatingTheEducators?OpenForm>.

Focal Press to offer official Autodesk training books at SIGGRAPH 2005

Essential resources on Combustion 4 and 3ds max 7 expected to generate buzz...



Focal Press [Booth 1356], a leading worldwide publisher in all areas of visual media and communications including multimedia and graphics, film and video, and photography and imaging, will be featuring several new books designed to help graphics professionals get up to speed on Autodesk products at this year's SIGGRAPH conference. The books, *Combustion 4 Fundamentals Courseware* [\$49.95, 520 pages, Book and DVD] and *3ds max 7 Fundamentals and Beyond Courseware* [\$49.95, 790 pages, Book and CD] are both written by Autodesk courseware developers, training specialists and certified trainers. "These resources provide the exclusive insights of Autodesk courseware developers and training specialists, and we're excited to be able to offer them to the graphics community at large," says Joanne Tracy, International Publisher of Focal Press. "SIGGRAPH is an ideal place to feature these titles, and we will be offering special discounts on them at the show."

New from Focal Press, *Combustion 4 Fundamentals Courseware* provides:

- A companion DVD that includes Combustion workspace files and project footage
- Heavily illustrated tutorials
- Detailed explanations of the principles behind the tools
- Expert advice—written by Autodesk courseware developers, product education technical writers, and Autodesk training specialists who know the product inside and out

Combustion 4 Fundamentals Courseware, the only book available on the new version of Autodesk's premier compositing application, offers users much more than a point-and-click manual by explaining the principles behind the software. Comprehensive coverage of everything the program has to offer, from creating simple composites and utilizing Paint features to particle effects and building G-buffers, is covered in-depth. The book also teaches users make the most of Combustion's new features, including workflow enhancements, B-splines, Diamond Keyer, timewarping, point grouping, and much more.

3ds max 7 Fundamentals and Beyond Courseware is organized into tutorials dedicated to animation, modeling, materials, lighting, and rendering. Each tutorial includes exercises for hands-on demonstration of the projects, and each is presented in such a way that users can follow the tutorials in the order that works best for them. It culminates in a full length project that synthesizes all of the new skills the user has developed, and by the end of the book the beginner has been transformed into a seasoned 3ds max pro ready to work in any production environment. Although *Fundamentals and Beyond* is intended for beginning users, Focal Press will also feature a title at SIGGRAPH intended for more advanced users, *3ds max New Features and Production Workflow*.

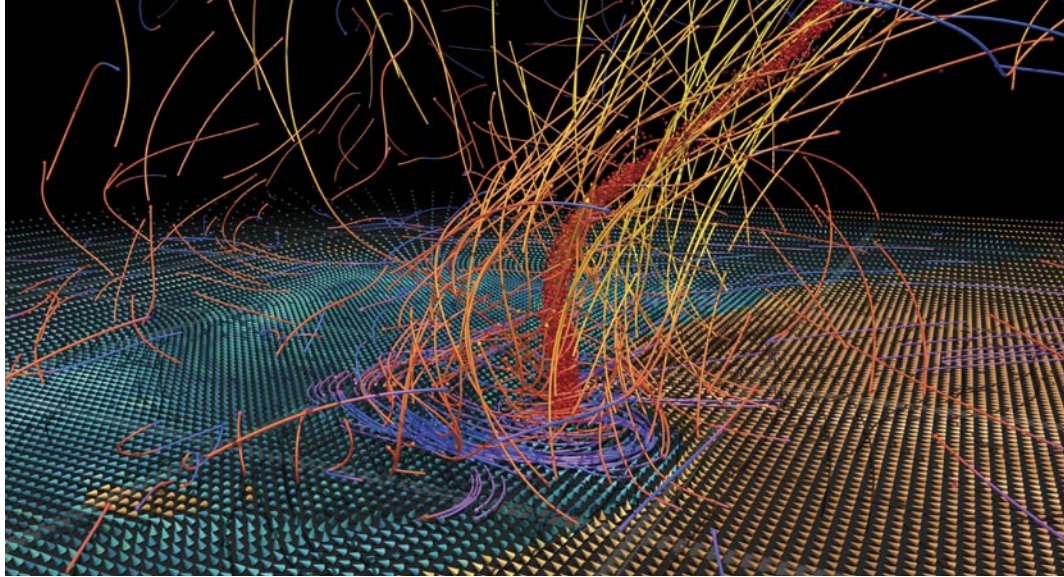


Focal Press will also be highlighting two official 3ds max books at SIGGRAPH that were released this year, *3ds max 7 Fundamentals and Beyond Courseware* and *3ds max 7 New Features and Production Workflow*.

Here are some key features of the *Fundamentals* title:

- For beginners or those new to 3ds max
- Provides tutorials and exercises designed for flexibility
- Includes a CD with 3ds max support models, materials, textures, and animations for completing the exercises

SIGGRAPH 2005 Hosts Full-Dome Animation Theater



Donna Cox's *Visualization of an F3 Tornado Within a Supercell Simulation* will be projects in full-dome video projection.

The SIGGRAPH 2005 Computer Animation Festival will feature full-dome video projection, a rapidly growing medium of immersive display, at the 32nd International Conference on Computer Graphics & Interactive Techniques being held July 31 to Aug 4 at the Los Angeles Convention Center.

The world's best full-dome animations from DomeFest 2005 are being shown at SIGGRAPH 2005. The animations produced by students, institution, and full-dome professionals are screened daily on a 9-meter-diameter digital dome assembled specially for SIGGRAPH 2005.

Full-Dome video, with more than 125 immersive displays, is deployed worldwide in planetariums and special-venue theaters. Freed from the "tyranny of the frame," artists transport viewers into fully immersive, mind-bending environments, and alternate worlds as they explore storytelling techniques for this new medium.

The Full-Dome Animation Theater is open to attendees beginning July 30 at 6:00 pm in Hall G of the Los Angeles Convention Center.

HIGHLIGHTS INCLUDE:

Visualization of an F3 Tornado Withing a Supercell Simualtion

Donna Cox
National Center for Supercomputing Applications
Champaign, Illinois, USA

Kaluoka'hina, The Enchanted Reef

Raul Erdossy
Softmachine
Munich, Germany

Percepts: Precepts

Theo A. Artz
Amalgamation House, Drexel University
Philadelphia, Pennsylvania, USA

Rings

Enrico Trujillo
Independent
Albuquerque, New Mexico USA

For more details on the Computer Animation Festival or the Full-Dome Animation Theater, visit www.siggraph.org/s2005/main.php?f=conference&p=caf&s=fulldom

NewTek Offers New 3D, Video Production Technologies

NewTek will be at SIGGRAPH 2005 (booth #1529) at the Los Angeles Convention Center, Aug. 2-4, exhibiting the latest release of LightWave 3D, as well as an update of VT[4] and the Emmy-nominated TriCaster.

With headquarters in San Antonio, Texas, NewTek (www.newtek.com) is a leading provider of full-featured video editing, live production, presentation, animation and visual effects tools, including LightWave 3D, TriCaster and VT[4].

Iridas Releases SpeedGrade OnSet for Laptop-Based Color Correction

Iridas, which first introduced non-destructive color grading technology in 2003, announced the release of SpeedGrade OnSet, a look creation tool for cinematographers, which provides a means for communicating looks to all parts of the post-production and film finishing pipeline. The new application uses the same .look file format as SpeedGrade DI allowing for direct collaboration between cinematographer and colorist. SpeedGrade OnSet runs on both the Mac and Windows platforms.

SpeedGrade OnSet works with still images, either digital photos or frames grabbed from a sequence. It includes all of the same color grading tools as SpeedGrade DI. Users choose which tools they want to use and set up their own work-

flows according to their own requirements. SpeedGrade OnSet saves a reference JPEG with each .look file. Users can create an unlimited number of looks and the original image remains unaltered. Looks are easy to store and duplicate for re-use on new shots or projects.

Look files are typically around 20kb making them easy to email. Collaborating in the development of looks is simple: when a look from OnSet is opened in SpeedGrade DI, all of the same grading tools and settings are available to the colorist. Look files can also be loaded into any recent version of FrameCycler, Iridas' uncompressed playback application family for color-graded playback. Viewing digital dailies during production with preliminary grading

applied is now a practical option.

"SpeedGrade OnSet puts the same tools into the hands of the cinematographer that the colorist is using," said Dave Stump, ASC, who did vfx camera work on *Fantastic Four* and is DP on *Primal Scream* (currently in production). "That really matters. If you're a thousand miles away from your colorist it's hard to do much about the look of your images. Now you can talk about things like 'gain' and 'lift' meaningfully and show each other exactly what you mean."

"SpeedGrade was the missing link that gave us an end-to-end color pipeline," added Stephane Gravel, vp of research and development at In Extenso in Montreal. "We do two of the three top-rated television dramas here in Quebec so we need to be efficient. We have about 20 hours to finish the grading for each hour of finished material. Both programs are

[See Iridas, Page 15]

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[Autodesk from Page 1]

Lustre 2.6 digital color grading system. Autodesk's SGI-based Fire, Smoke, Inferno and Flame systems feature a new 64-bit architecture, delivering superior performance in handling the increasingly large and complex data sets of today's digital media creation.

Beta tester Brad Wensley, a Smoke and Flame artist at CBC Media's Studio 57, commented on the Smoke 7.0 system, "Autodesk has thought of everything for working in larger resolutions, including making the user interface on color correctors transparent over the larger frame sizes. Add to this their unbelievably intelligent keying technology and you've got a formidable artistic toolset. This kind of thinking makes the artistic side of the equation jump to the front row where it belongs, and puts technical details in the background, out of the artist's view." Long Island-based CBC Media is currently using its Smoke and Flame systems on a Nike television spot.

Key new features in Fire 7.0 and Smoke 7.0:

- 64-bit architecture: Provides more addressable memory, enabling greater interactive manipulation of multilayered, uncompressed high-definition (HD), 2K, 4K images and higher resolutions (available only for Fire 7.0 and Smoke 7.0 systems on SGI IRIX)
- New, optimized Timewarp: Uses proprietary motion analysis technology from Autodesk's Media and Ent. division. Provides improved accuracy in frame interpolation; helps create crisper images, especially when calculating significant changes in timing
- Clip History: Allows artists and editors to go back and make changes to the work they create with greater ease and efficiency. Clip History is stored with the media in the Clip Library and can be shared between Autodesk's editing and effects systems for improved interoperability and collaboration
- Soft text in timeline: Create, edit and play back text directly in the timeline without rendering

- Burn from the timeline: Users can now use Autodesk Burn to render effects remotely from both the timeline and the source area, improving workflow
- Overlay user interface (UI) for color correction: A powerful new color-correction UI that enables the user to see more of the image full-screen without the visual distraction of a permanent interface
- DPX keycode support: Keycode support allows conform of DPX film scans based on keycode information from the offline edit (available only on Fire 7.0 and Smoke 7.0 DI on SGI IRIX)

Key new features in Inferno 6.5, Flame 9.5 and Flint 9.5:

- 64-bit architecture: Provides more addressable memory, enabling greater interactive manipulation of multilayered, uncompressed HD, 2K, 4K images and higher resolutions (available only on Inferno 6.5 and Flame 9.5 systems)
- Motion Estimation Timewarp: New Autodesk motion estimation algorithms provide advanced time-warping capabilities for high-quality slow-motion and speed-up effects
- Layer-based Paint: This advanced paint module provides users with a high-resolution paint system, offering more design flexibility for layer-based graphics creation within the Batch workflow

Key new features in Lustre 2.6:

- New editorial metadata architecture and subsystem enables powerful new conform and editorial capabilities
- XML-based cut files enable more transparent cross-vendor interoperability
- Intelligent handling of problematic edit decision lists (EDLs)
- Expanded film key code and video timecode handling
- Expanded flags system and new integrated notes for greater project collaboration
- Enhanced linear-mode primary color correction
- User-selectable keyer source as pre/post input primary

- Improved browser performance with fast parsing of huge clip libraries
- Autodesk Stone Shared optimization increases realtime performance from centralized storage area network (SAN)

The Fire 7.0, Smoke 7.0 and Lustre 2.6 systems are now shipping. It is anticipated that the Inferno 6.5, Flame 9.5 and Flint 9.5 systems will be available in late summer to customers covered by appropriate and valid annual Autodesk Media and Ent. division support or subscription contracts.

Founded in 1982, Autodesk Inc. (www.autodesk.com) is headquartered in San Rafael, California. The company recently renamed Discreet to Autodesk Media and Ent. The division best known for 3ds max and other digital imaging software will continue to service the film, video, gaming and related media and entertainment markets. This renaming ensures that the creative toolset from Autodesk Media and Ent. will stay on the leading edge of product innovation.

Alias to Demo Latest Product 3D Solutions

Alias will be showing off its latest product solutions for the 3D industry at SIGGRAPH 2005, Aug. 2-4, at the Los Angeles Convention Center (booth #1312). Meanwhile, Alias has scheduled a press conference to unveil its latest product line (including Maya and MotionBuilder) on Aug. 2 from 11:00 am - 1:00 pm in Room 507 West Hall, Mezzanine Level.

Alias develops 3D software for the film and video, games, web, interactive media, industrial design, automotive, architecture and visualization markets. Alias has headquarters in Toronto and a custom development center in Santa Barbara with offices worldwide. Visit www.alias.com for more details.

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Gentle Giant Studios Chooses the Polhemus FastSCAN™

Gentle Giant Digital is a world-leader in digital 3D scanning for toys, games, & film, and a division of Gentle Giant Studios founded in 1994 and based in Burbank, California.



Gentle Giant recently purchased the Polhemus *FastSCAN Cobra™*, which has proved to be a key component; says Karl Meyer, the owner of Gentle Giant, *"The FastSCAN has completed our arsenal."* Recently, the studio was tasked with the immense project of creating a digital archive of the 1977 Star Wars artifacts. A team of technicians from Gentle Giant was allowed access to the famous Lucasfilm archives at Skywalker Ranch where they digitized props, models and costumes, everything from Han Solo's blaster to the original Imperial Walker model



The FastSCAN Cobra is a lightweight, handheld laser scanner, which you sweep over an object – just like spray painting. As you scan, the 3D image appears on the computer screen in real-time. The finished scan is then processed by the FastSCAN software to combine any overlapping sweeps, significantly reducing the time to develop surface models. *"We love our Polhemus scanner,"* says Steve. *"In fact the creature department on Star Wars III loved it so much that their entire crew often spent their down-time scanning their own creature creations."*

From the set of Harry Potter III in London, Steve said, *"The scanning wand has been able to get data from objects we could not conceive of scanning with any other gear."* They were able to scan an eight foot tall werewolf among other items on the set. *"I don't know how we could have done it without your scanner."*

BOXX, Intel, ATI, Alias Power SIGGRAPH 2005 with Chopper Giveaway

BOXX Technologies has teamed up with Intel, ATI and Alias to give SIGGRAPH 2005 attendees the opportunity to win the ultimate custom ride — a custom Orange County Chopper valued at more than \$100,000.

SIGGRAPH attendees can register to win at the show and the rest of the creative community can visit the BOXX website at www.boxxtech.com Aug. 2-4 and enter online.

Enter to win the OCC chopper in the BOXX booth #1137 during SIGGRAPH 2005 at the Los Angeles Convention Center, Aug. 2-4.

"It is a unique opportunity for BOXX to be able to bring together such a prestigious list of important industry partners to deliver what is sure to be the greatest promotion the Siggraph audience has ever seen," said Rick Krause, president/ceo, BOXX Technologies. "Our friends at Orange County Choppers continue to deliver original and innovative designs,

which are as much art as they are machines. We're proud to be associated with them.

"Intel is happy to be part of such a high profile promotion with a workstation industry leader like BOXX Technologies," said Diane Bryant director, Intel Corporate Platform Office. "End users like Orange County Choppers typify the power hungry nature of the graphics design marketplace. Intel products continue to feed the needs of high performance customers."

"ATI's FireGL workstation graphics accelerators empower our customers to design and build unique products that exceed creative expectations," said Dinesh Sharma, director of Workstation Products, ATI. "ATI is excited to be a part of the Orange County Chopper giveaway and provide everyone at SIGGRAPH a chance to experience such innovative, high-end product design."

"Alias is thrilled to join BOXX, Intel and ATI in offering the CG community the op-

portunity to win this work of art and technology," said Ruta Cummings, Americas field marketing manager at Alias. "Software used for design visualization, such as Maya and Alias StudioTools, can play a big part in helping artists bring their innovative concepts to life."

At SIGGRAPH, BOXX will be demonstrating the latest 64-bit dual core workstations with Intel Xeon processors powered by ATI graphics running Maya and Alias StudioTools software solutions.

BOXX Technologies (www.boxxtech.com), headquartered in Austin, Texas, delivers technology to the innovators in the digital media community with high-performance, flexible workstations and turnkey solutions that enhance creativity and fuel innovation. The BOXX series of high-end workstations are used extensively throughout the 3D, visual effects, animation, broadcast, post-production, digital video and film and HD communities.

Avid to Demo Latest Computer Graphics Technology

Avid Technology will demonstrate its industry-leading computer graphics technology during SIGGRAPH 2005, at the Los Angeles Convention Center, Aug. 2-4. The company will exhibit at two separate locations on the show floor: the Avid Computer Graphics (booth # 1401), featuring SOFTIMAGE digital content creation tools and Alienbrain asset management software; and the Softimage Training Center (booth #1039), where attendees can take advantage of free classes.

In addition, the annual SIGGRAPH Softimage User Group will take place on Tuesday, Aug. 2, at the Millennium Biltmore Hotel. During the event, Blur Studio, Hybride Technologies, Mainframe Entertainment, Omaton Studios, Stan Winston Digital and Studio Ghibli will showcase their work on a variety of film

projects created with XSI, including *Sin City*, *Stuart Little 3*, *Barnyard*, *Fantastic Four* and *Howl's Moving Castle*.

"The industry converges on SIGGRAPH every year to learn about the latest developments in the art and technology of computer graphics," said Gregor vom Scheidt, vp of Avid Computer Graphics. "This year, Avid will show the most advanced technology in digital content creation and asset management, optimized for the latest hardware technology, including next-gen gaming consoles and 64-bit workstations. In addition, many of the industry's talented 3D artists will demonstrate how they use Avid's CG tools to create stunning and complex visuals for film, broadcast and game design."

During SIGGRAPH 2005, Avid will showcase the role SOFTIMAGE|XSI soft-

ware plays within 3D production environments for full-length CG feature films, visual effects, television post-production and game development. A range of customers, including Code f/x, PSYOP, Valve, Shaw Science, Troublemaker Studios and UVPFACTORY, will present in the Avid Computer Graphics booth and discuss projects created with XSI software. Avid will also show Alienbrain Studio v7.1, its award-winning asset management system, providing attendees with the opportunity to see how Alienbrain Studio allows teams to significantly improve their productivity with workflow and collaboration tools.

Plus, XSI artists from a variety of companies, including CG Soup, Janimation, Pixel Liberation Front, Pixel Corps and Softimage, will present free technology

[See Avid, Page 16]

NaturalMotion Releases Free endorphin Learning Edition

NaturalMotion Ltd. announced the immediate availability of the company's free endorphin Learning Edition (eLE). Based on the award-winning 3D character animation software endorphin 2.0, the eLE has no time restrictions, includes all relevant product documentation and offers a comprehensive support network via the company's endorphin forum. The software is fully functional; however, it is motion file export disabled and is not to be used for commercial production.

"endorphin provides an entirely new approach to 3D character animation that will significantly impact how 3D characters are animated in the future," said Torsten Reil, ceo of NaturalMotion. "With the availability of a free eLE, animators will have the opportunity to educate them-

selves on endorphin's unique DMS technology and develop a valuable skill set for the high-end industry. Equally, smaller animation studios can evaluate the software at their own pace, and have the option to rent endorphin 2.0 on a monthly basis, for maximum flexibility."

The eLE contains all of the same features found in endorphin 2.0, including: multi-layer behaviors; enhanced adaptive behaviors; an intuitive GUI (including layered behavior support on the timeline); and support for the Avid Alienbrain Studio asset management and Perforce software configuration management systems.

NaturalMotion's eLE is available free of charge directly from the company's Web site at www.naturalmotion.com, and in-

cludes relevant product documentation and a comprehensive user support network via the endorphin forum. The eLE has no time limitations; the software is motion file export disabled and is not to be used for commercial production.

The full version of endorphin 2.0 retails at \$12,795. eLE users also have the option to rent the software on a monthly basis for \$1,595.

For SIGGRAPH 2005, NaturalMotion will be offering endorphin 2.0 as well as the Learning Edition in booth #1760 at the Los Angeles Convention Center, Aug. 2-4.

Oxford, England-based NaturalMotion Ltd. (www.naturalmotion.com) is the first company to create 3D character animation software

[See NaturalMotion, Page 16]

MIRAGE

4.5

Animate in any Style of 2D	Complete Special Effects Package	Robust Rotoscoping Tools
Fully-Digital Storyboarding	Powerful Paint and Drawing Tools	Advanced Compositing Tools
Truly Paperless 2D Animation	Fully Functional Free Trial Version	Unified Production Environment

 bauhaussoftware.com

Visit us at booth #919

SIGGRAPH2005 

SCAD Offers New VFX Training

The Savannah College of Art and Design (SCAD) will be at SIGGRAPH 2005 (booth #2134). This year's booth highlights the beauty and charm of historic Savannah, Georgia, the college's home base.

SCAD-Atlanta opened in March 2005 at 1600 Peachtree St. in Atlanta's midtown and offers Bachelor of Fine Arts, Master of Arts and Master of Fine Arts degrees in advertising design, animation, broadcast design and motion graphics, fashion, graphic design, illustration, interactive design and game development, interior design, painting, photography, sequential art and vfx.

The college has added new majors for the 2005-06 academic year, including a Master of Arts in cinema studies and B.F.A, M.A. and M.F.A. degrees in production design. The cinema studies program offers advanced coursework in the history and theory of film within a diverse learning environment. In addition to courses dedicated to cinema theory, students may explore animation and film production, and take elective courses in literature and art history. Throughout the program, students become familiar with the language of cinema to support their discussion of various genres, alternative modes and national

and ethnic thematic motivations. The Savannah Film Festival, sponsored each fall by the college, provides a venue for students to meet directors, writers and actors from around the world, view new films, and participate in workshops and discussions with prominent individuals in filmmaking.

In keeping with the college's mission to prepare talented students for careers in the arts and design, the School of Film and Digital Media has added new technology to its course offerings to further prepare students for careers in the entertainment industry.

For example, the Vicon optical motion capture system provides three-dimensional analysis of the motion of reflective markers using video and computer technology. High-speed, high-resolution optical cameras precisely and non-intrusively track the motion of capture subjects or objects, producing data that can then be edited and applied to realistically drive computer-generated characters in real time in a variety of leading-edge applications.

"We are very excited that SCAD has chosen to acquire a top-of-the-line Vicon MX motion capture system, which is the world's leading motion capture technology for capturing facial, hand

and full-body motion for film, television and games," said Jon Damush, vp/gm of Vicon Motion Systems. "With its ultra-high camera resolution, fidelity and streamlined use, Vicon MX is bringing motion capture closer and closer into the creative process. SCAD students will be learning and using the same equipment that the best visual effects and animation studios in the business have in the field."

In addition, SCAD has incorporated new modeling and character and environment production software into its visual effects, animation and interactive design and game development curriculum. Pixologic's ZBrush enables digital artists to create high-quality, original artwork in a highly creative and interactive environment. ZBrush is host to an extensive set of realtime 3D sculpting, 2D/3D projection painting, 3D texturing and deformation tools seamlessly integrated in one intuitive environment. With instant feedback encompassing a unique synthesis of 2D and 3D capabilities in a single stand-alone application, ZBrush offers tremendous flexibility and appeals to a wide audience.

In incorporating ZBrush into the SCAD curriculum, the college has further posi-

[See SCAD, Page 16]

[Vicon from Page 1]

MX Bridge enables customers to continue using their earlier-generation Vicon cameras while taking advantage of the latest Vicon technology advancements. It brings them up to the current hardware standard, utilizes the significant increase in 3D precision made possible by the unique Vicon grayscale processing and makes it possible to use new Vicon MX cameras side by side with previous-generation cameras, including MCam2, MCam, VCam and SVCam.

"At Vicon we value our users, so we wanted to give customers in all of our markets a variety of choices to tap into our next-generation MX technology," said Lasse Roren, product manager, Vi-

con. "Some will demand the unbeatable performance and data quality of a full new VICON MX upgrade, but for those with different needs — smaller budgets, large arrays of pre-MX Vicon equipment or the desire to increase their camera counts — Vicon MX Bridge is the perfect solution."

Please contact your local office or reseller for pricing and availability.

Motion capture solutions from Vicon include high-resolution, high-frame-rate cameras built by Vicon specifically for motion tracking. The Vicon MX realtime optical motion capture systems introduce ultra-high-resolution, true grayscale processing and virtually artifact-free capture with Vicon MX 40, the world's first four

megapixel grayscale motion capture camera. Vicon MX dramatically improves the quality, flexibility and ease with which motion capture data can be applied to realtime and off-line applications in life sciences, entertainment and engineering.

For SIGGRAPH 2005, Vicon will demo MX Bridge, MX Motion Capture and iQ 2.0 software in booth #1300 at the Los Angeles Convention Center, Aug. 2-4.

Vicon Motion Systems (www.vicon.com) is a subsidiary of OMG plc with global headquarters in Oxford, U.K., and U.S. headquarters in Lake Forest, CA. OMG subsidiary 2d3 Ltd. produces innovative visual geometry software deriving 3D data from moving images.

Focal Press to unveil two essential books for animators at this year's SIGGRAPH conference

Designing Sound for Animation and *Rendering for Beginners* slated to make their SIGGRAPH debuts...



On the DVD: three 5-minute animations; sample sound clips, jump cuts and video streams; plus motion graphics with which to practice sound-applications explained in this book.

Focal Press [Booth 1356], a leading worldwide publisher in all areas of visual media and communications including multimedia and graphics, film and video, and photography and imaging, will be featuring several new books designed to help graphics professionals get up to speed. Two featured books whose authors will be participating in book signings are *Designing Sound for Animation* [\$34.95, 216 pages, Book and DVD] and *Rendering for Beginners* [\$39.95, 384 pages, Book and website]. Booksignings will take place Wednesday August 3rd from 12:30pm -1:30pm at Booth 1356.

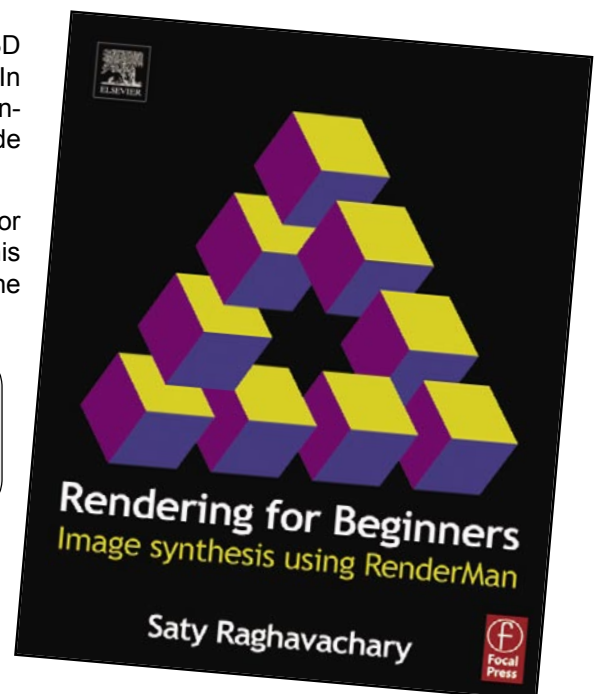
The sound design guide you wish you'd had while producing your last animated film!

Designing Sound for Animation is a nuts-and-bolts guide to sound design for animated films. It explains audio software, free downloads, how sound works, the power of sound when wielded by an animation filmmaker, and provides varieties of examples for how to use sound to enliven your films with professional sound. Follow the path of sound-savvy animators and save precious resources (time and money) by using sound for effects you don't necessarily have time to create

Whether you are an animator, artist or 2D illustrator looking to move to 3D rendering you will be amazed by what can be achieved with RenderMan. In *Rendering for Beginners*, Saty Raghavachary offers a complete, non-technical introduction to RenderMan and rendering in general - finally a guide you don't need a math degree to follow!

Full of clear explanations and plenty of samples on the associated website for you to play with, this color guide will quickly get you up to speed with this powerful, professional program so you too can harness the power of the program to create top quality imagery.

"RenderMan for Beginners is bound to become a must-read for anyone interested in Pixar's RenderMan. Saty's experience as both RenderMan practitioner and RenderMan teacher gives him a unique and valuable perspective. I can't wait to add a copy to my own graphics library." - **Dana Batali, Director of RenderMan Development, Pixar Animation Studios**



Author Book Signings at SIGGRAPH

Focal Press Booth # 1356

Wednesday August 3rd from 12:30 - 1:30pm

Meet & Greet with:

Saty Raghavachary author of *Rendering for Beginners* and

Robin Beauchamp author of *Designing Sound for Animation*

NZTE at SIGGRAPH 2005

The New Zealand Trade & Enterprise (NZTE) will be at SIGGRAPH 2005 (booth #1346) at the Los Angeles Convention Center, Aug. 2-4, to promote the country's continuing excellence in visual effects, animation, digital media talent and technology development.

KEY COMPANIES DEMONSTRATING THEIR PRODUCTS AND PROGRAMS INCLUDE:

Massive Software — Amid numerous at-SIGGRAPH announcements, Massive Software will be showing its Academy-Award-winning autonomous agent animation system, now in the pipelines at A52, Animal Logic, Digital Domain, The Mill, Rhythm + Hues, WETA Digital and many other leading film and commercial effects studios. The company recently released its version 2.0 software and at SIGGRAPH 2005 rolls out pre-built, pre-motion captured Ready-to-Run Agents for locomotion, ambient motion, stadium action and medieval sword combat.

Via a series of artist talks at the booth, customers will reveal how Massive helped them create believable digital multitudes for recent films and commercials. On Aug. 1, Massive Founder Stephen Regelous will speak about Massive during SIGGRAPH's "Crowd and Group Animation" course: <http://www.siggraph.org/s2005/main.php?f=conference&p=courses&s=15>.

Character Animation Technologies — CAT demonstrates version 2.0 of its CAT plug-in for Autodesk 3ds Max, adding extra bones, new Inverse Kinematics and scaled animation of rigs to CAT's advanced character toolset. CAT also offers CATMuscle, the company's intuitive skinning and skin deformation tool.

HIT Lab NZ — Visionaries at HIT Lab NZ, affiliated with the HIT Lab U.S. based at the University of Washington in Seattle and a forward-thinking research

consortium of international companies from Microsoft to Nike, takes Augmented Reality out of the lab and past the limitations of head-mounted and hand-held hardware with demonstrations of next-gen AR platforms including mobile phones.

Media Design School — NZ's leading private institution specializing in high-end creative education will promote its rich real-world training curriculum.

Right Hemisphere — will demonstrate its software solutions for managing product graphics in more than 120 formats.

ADDITIONAL CREATIVE COMPANIES, TOOL-MAKERS AND INTERACTIVE DEVELOPERS REPRESENTED BY NEW

ZEALAND AT SIGGRAPH INCLUDE:

ARANZ (3D scanning and modeling technology), Box Rocket (short films for wireless handsets and feature animation), Click Suite (interactive simulations, games and media), Digital Post (post-production, digital dailies, visual effects), Flux Animation Studios (animation for music videos, television series, games and commercial brands like Nesquik), La Luna (3D animated features) One Glass Eye (animation, broadcast graphics and special effects for Animal Planet and others), Terabyte Interactive (interactive media for education, sports and museum markets), Truescape Visual Reality (photo and video simulations for urban and rural planning) and Unlimited Realities (e-commerce, e-content and e-management solutions).

Art Institutes to Offer Animation Experts at SIGGRAPH 2005

The Art Institutes will be attending SIGGRAPH 2005 at the Los Angeles Convention Center on Aug. 2-4 (booth #1322) and have invited several animation experts on everything from politics, pop culture, craft and careers.

AMONG THE HIGHLIGHTS:

Animation producer/director and The Art Institute of Portland Artist-in-Residence Will Vinton presents a unique opportunity for SIGGRAPH conference attendees this year. Talk to Vinton about all things animation, Claymation, including the California Raisins, the Noid, M&M's "Red & Yellow" and The PJs' Thurgood Stubbs. Winner of Oscar, Emmy and Clio awards, he will talk about his experience with The Art Institutes and his amazing career in animation.

Move over reality TV, adults are looking for something more entertaining. While Saturday morning cartoons are focused

on children, "adult swim" animation has adults lining up for more. Thanks to hit TV shows like Fox's *Family Guy* adult cartoons are sweeping the market and stealing the ratings. Experts can explain why.

Career Trends: You're hired, you're fired — for many people the infamous phrase is more than a reality TV-ism. The ever-changing world of careers demands top-notch candidates with impressive portfolios. Experts from the Career Services department talk about hiring trends, what it takes to land that all important job, and how students can set themselves apart from the competition.

In its second year, The Art Institutes sponsors this year's ACM SIGGRAPH 2005 Job Fair at the LA Convention Center. It will be one-stop shopping for job seekers on Aug. 2-3, with 40 employers available to interview potential candidates. Talk to these career experts about

[See *Art Institutes*, Page 15]

[NVIDIA from Page 1]

delete lights, change their position, color or intensity, alter shadow maps — in short change any lighting parameter you wish — and re-render the frame in seconds instead of minutes

In fact, Sorbetto does this relighting on the final pixels; you make the changes to the final image, not to an intermediate proxy, so there is no guesswork as to what the lighting will look like in the final product. Sorbetto will vastly improve the way you do lighting, not only by speeding up the lighter's work, but also by accelerating the creative process by allowing for on-the-spot directorial decision making in dailies.

The Gelato Mango plug-in for Alias Maya and the Amaretto plug-in for Autodesk 3ds Max developed by Frantic Films support Sorbetto functionality, but Sorbetto resides in the Gelato rendering engine, not in the modeling and animation packages that use Gelato. So Sorbetto is available for integration into any tool that creates an interface using the Gelato API.

New Features in Gelato 2.0:

- Sorbetto relighting technology
- Volumetric ("deep") shadows
- Frantic Film's Amaretto plug-in for 3ds Max

Feature Improvements since Gelato 1.0 launch

- Caustics
- Subsurface scattering
- Preview mode
- OpenEXR image I/O plug-in
- Major performance improvements
- Mango plug-in for Maya
- Amaretto plug-in for 3ds Max
- Windows XP support
- Linux 64-bit support

Sorbetto Re-Lighting Features:

- Rapidly recompute changes to lighting; an order of magnitude or more faster
- All Sorbetto functions exposed in the Gelato API, not dependent on any particular modeling or animation software



- Relighting on "final pixels," including full antialiasing, motion blur, transparency, displacement, and production shaders. Always identical to the final rendered image.
- Adjust lighting
 - Add/delete lights
 - Move/reorient lights
 - Change any light shader parameter
 - Change light linking (what lights shine on what surfaces)
- Add/delete lights
- Recompute reflections and shadows
- Recompute reflections automatically
- Change any lighting parameter
- Reposition/move lights
- Selective relighting: recompute lighting for a crop window or specified object for even faster results
- Interruptible—make changes on the fly before the last render is finished
- Supported by Mango plug-in for Maya and Frantic Film's Amaretto plug-in for 3ds Max
- Plug-ins for Alias Maya and Autodesk

- 3ds Max
- Preview mode
- Network parallel rendering
- User-priority bucket order (spiral/crop window)
- Open, documented, royalty-free formats
- Hardware accelerated
- Multithreaded on CPU
- Efficient handling of complex scenes
- Efficient memory use
- 64-bit support
- Support program available from NVIDIA

Pricing for Gelato with Mango plug-in for Maya: \$1,500, including first year of maintenance & support. Gelato with Mango and Sorbetto: \$3,700, including first year of maintenance & support. Academic and volume pricing available —fordetailscontact:gelatosales@nvidia.com.

NVIDIA is announcing a significant price reduction at SIGGRAPH 2005 for the Gelato/Mango bundle (previously \$2,750). The Mango (for Maya) and Amaretto (for 3ds Max) plug-ins enable a much wider market of smaller studios and individual artists — customers who do not typically develop production pipeline tools — to use Gelato's functionality. The availability of these plug-ins and this new pricing model make Gelato very affordable to this larger market segment. Frantic Films is still finalizing Amaretto distribution plans at

[See NVIDIA, Page 16]

WIA Kicks off 3rd Annual SIGGRAPH Meet-N-Greet

To kick off the opening of the SIGGRAPH 2005, Women In Animation invites participants to the 3rd annual Meet-n-Greet in the Los Angeles Convention Center, Room 506 starting at 9:30 am -11:00 am on Tuesday, Aug. 2.

Meet Birds of a Feather, just like yourself, from all over the world. Find a bud-

dy to walk the exhibit floor. Of course, learn more about Women In Animation. And, like all WIA events, there is always a surprise.

For more information, contact info@womeninanimation.org.

[Pipelinefx from Page 2]

companies so that demanding workflow pipelines could be created. The software helps optimize studio hardware assets speeding up the rendering and game build processes that are often bottlenecks in film and game productions.

“Interactive entertainment and digital media are tremendous growth markets that hold great potential for Pipelinefx,” said Jeff Au, md of PacifiCap Group, Hawaii’s largest venture capital firm and Pipelinefx venture capital investor. “This new release demonstrates the compa-

ny’s strong commitment to providing its customers with the ultimate render farm management system for these fast growing markets.”

Pipelinefx’s customer base includes Electronic Arts, Radical Ent., Lucas Arts, Mainframe Ent., Reel FX Creative Studios, Frame Set & Match, Switch VFX and Pratt Institute.

Built by industry professionals for the most demanding 3D animation and game production environments, Qube! Remote Control is a next-generation enterprise class server farm management

system built for environments as large 20 to 10,000 processors or more. Qube! is highly customizable, extensively scalable and can be integrated into any production workflow. Qube! operates in Red Hat Linux, Windows XP, 2000 and 2003 and Mac OS X environments.

Pipelinefx (www.pipelinefx.com), with headquarters in downtown Honolulu, and sales offices in Los Angeles, California, was founded in 2002 and markets its class leading software to the 3D animation, vfx, video and game markets worldwide.

[Iridas from Page 6]

visually demanding and fairly complex in terms of their look and feel. The pipeline has to be very efficient. SpeedGrade gives us that.”

“We wanted to create an application for cinematographers that was lightweight and easy to use, yet still integrated directly with the full power of SpeedGrade DI,” said Patrick Palmer, Iridas coo. “We had the first build of SpeedGrade OnSet running on an off-the-shelf iBook. This technology puts the cinematogra-

pher and the colorist back on the same team.”

SpeedGrade OnSet (standard edition) runs on Mac OS X (10.3 and above) and Windows XP laptops and workstations. The application is available for download at www.iridas.com and costs \$199 per seat. Iridas will present SpeedGrade OnSet at SIGGRAPH 2005. Iridas will be located at the NVIDIA exhibit (booth 1714), Aug. 2 - 4 at the Los Angeles Convention Center.

Munich, Germany-based Iridas (www.iridas.com) first introduced uncompressed realtime playback in 2001. It continues to be the leading developer of resolution-independent playback and non-destructive color grading technologies for film, broadcast, entertainment and scientific research. Iridas’ SpeedGrade, FrameCycler, DDS (Digital Daily System) and others applications are used by most major animation and post-production houses, including Warner Bros. Feature Animation, Industrial Light & Magic, The Moving Picture Co., ReelFX, Lowry Digital and many others.

[Art Institutes from Page 13]

why the Job Fair is so popular, tips for participating and why sponsoring this is a natural fit for The Art Institutes. The 31 schools in North America concentrate on individualized employment assistance for our graduates and we know how important it is to make connections with the right people.

The political ads of last year have disappeared, but political Web games and animated commentary have not thanks to groups like JibJab. Could it be last year’s race for the White House tapped into the world of Flash in order to attract the attention of young adults? Experts at The Art Institutes offer their opinion on why the Web has become a crucial platform for political campaigning and how political games were created to garner the attention of a

digitally motivated generation.

Students no longer have to worry about the hassles that surround education because The Art Institute Online, a division of The Art Institute of Pittsburgh, allows domestic and international students the freedom to attend class whenever and from wherever they choose. Experts from The Art Institutes talk about how students can take advantage of this online opportunity and how it’s changing the face of education everywhere.

The Art Institutes are proud to announce three new Bachelor of Arts Degree programs that are sure to be favorites among gaming enthusiasts everywhere — Game Art & Design, Visual & Game Programming and Simulation & Virtual Environments. Experts from The Art

Institutes talk about the newest programs, what the curriculum looks like and why these degrees will attract a whole new demographic.

Bigger and better toys come in the shape of software for most animators and video game designers. Experts at The Art Institutes offer insight into what new plug-ins, leading tools, and fun gadgets instructors use to prepare their students for real world experience and industry success.

With 1,500-square-feet of combined classroom and general exhibit space, an interactive digital art class and award-winning design presentations using industry-related technology, The Art Institutes (www.aila.artinstitutes.edu) will have a dynamic presence at the SIGGRAPH 2005 conference and exhibition.

[Polhemus from Page 3]
digitizing technology solutions, eye-tracking systems and handheld three-dimensional scanners. These products are used for the

medical industry, university research, military training and simulation industry, and the computer-aided design industry.

[Avid from Page 9]
 seminars at the Softimage Training Center, where students will have an opportunity to explore XSI in greater detail. The Training Center will also host several "Introduction to XSI" courses, taught by professional instructors from Montreal-based Centre NAD.

Avid Technology Inc. (www.avid.com) is a global leader in digital nonlinear media creation, management and distribution solutions, enabling film, video, audio, animation, games and broadcast professionals to work more efficiently, productively and creatively.

[NaturalMotion from Page 10]
(endorphin) based on Dynamic Motion Synthesis (DMS), a technology that utilizes Adaptive Behaviors and artificial intelligence to simulate the human-nervous system. Based on Oxford University research on the control of body movements, endorphin synthesizes 3D characters in realtime. A breakthrough in 3D character animation, this process allows

animation to be created much faster than conventional methods; thus significantly reducing asset production time and costs. With customers such as Sony Europe, Sony America, Moving Picture Co., The Mill, Namco, Konami, Rainbow Studios and Tigar Hare, endorphin is rapidly becoming the tool of choice for today's leading visual effects artists creating high-end animation.

[SCAD from Page 11]
 tioned its students to meet the growing demand from production and game studios for highly detailed and photorealistic creature and environment work. "We look forward to being part of a renowned educational environment and to the work that SCAD students do," said

Ryan Kingslien, head of the training department at Pixologic.

The Savannah College of Art and Design (www.scad.edu) exists to prepare talented students for careers in the visual and performing arts, design, the building arts and the history of art and architecture.

[NVIDIA from Page 14]
 this time — details will be announced in time for SIGGRAPH 2005. Gelato 2.0 with Sorbetto will begin beta testing in August. Please contact gelatoinfo@nvidia.com for information on joining the beta program.

See Gelato 2.0 with Sorbetto demos at SIGGRAPH 2005 at the Los Angeles Convention Center, Aug. 2-4, in the NVIDIA booth (#1714).

NVIDIA Corp. (www.nvidia.com) of Santa Clara, California, is a worldwide leader in graphics and digital media processors. NVIDIA graphics processing units (GPUs), media and communications processors (MCPs) and wireless media processors (WMPs) have broad market reach and are incorporated into a variety of platforms, including consumer and enterprise PCs, notebooks, workstations, PDAs, mobile phones and videogame consoles.

ANIMATION FLASH

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