



## Infinite Frameworks Goes High Def with Discreet's Smoke and Inferno Systems

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### Singapore's First Post-Production House with Full HD Capability puts Country on Global Media Map

SINGAPORE, Nov 16, 2004 /PRNewswire-FirstCall via COMTEX/ -- Discreet, a division of Autodesk, Inc. (Nasdaq: ADSK) today announced that Singapore-based post-production house Infinite Frameworks has purchased a Discreet smoke(R) editing/finishing system and is upgrading to the latest version of Discreet's high-end visual effects system, inferno(R) 6. This purchase makes Infinite Frameworks the first facility in Singapore with a full range of high-definition (HD) post-production capabilities. It is also a boost to Singapore's Media 21 plan, a vision by the Media Development Authority (MDA) for Singapore to become a global media hub.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20031016/SFTH007LOGO> )

"In order to maintain our position as a top-notch post facility that competes aggressively regionally and internationally, we knew we had to equip ourselves with Discreet systems," said Freddie Yeo, general manager at Infinite Frameworks. "Our digital artists are very confident working on Discreet systems, especially when handling complex and challenging visual effects projects. Our clients are also comfortable with the systems' capabilities and reliability. We recognize that the best way to get the job done is with Discreet systems."

Infinite Frameworks has begun work on several HD broadcast projects and expects two more at the start of next year. The post-production facility has also upgraded its hardware with an SGI Onyx 350. The investment in HD is crucial to growth as Infinite Frameworks opens up new revenue streams in feature films, made-for-TV movies and episodics from booming markets like Singapore, China, Indonesia, and Vietnam. There is growing interest from regional broadcasters to have programs mastered in both HD and standard-definition (SD) formats.

Yeo continued, "Having programs mastered in HD will certainly help Asian programming travel further, particularly in international markets where HD is already an ongoing broadcast format." HD television is well-established in Japan and growing quickly in South Korea. In other Asian markets the mainstream broadcast format remains SD, with HD gradually being introduced.

Singapore's MDA recently signed a memorandum of understanding with the second largest media company in China, the Shanghai Media Group, for Singapore to co-produce and co-finance five HD made-for-TV movies.

Seto Lok Yin, MDA director of Industry Development, commented on Infinite Frameworks: "The creation of such a high-end HD post-production facility demonstrates that Singapore is on track to develop the infrastructure and talent base needed to produce top quality HD images."

#### About Infinite Frameworks

Infinite Frameworks is a post-production facility in Singapore. Comprised of 45 professionals, Infinite Frameworks has won several awards at international shows, including the Promax&BDA Award for clients Cinemax and Discovery. The facility was also a finalist for Best Editing at Taiwan's Golden Horse Film festival. Infinite Frameworks' clients range from advertising agencies DDB, JWT, Batey Ads, McCann Erickson, Young & Rubicam and Saatchi and Saatchi, to broadcast media companies Walt Disney, National Geographic, Discovery Channel, and AXN.

#### About Discreet

Discreet empowers media professionals to realize the visual experience and transform their most evocative and ambitious visions into reality. Discreet's award-winning solutions are designed for digital media creation, management and delivery-across all disciplines from film and television visual effects, colour grading and editing to animation, game development, web/interactive, and design visualization. Discreet is based in Montreal, Quebec and is a division of Autodesk, Inc, the world's leading design and digital media creation, management, and distribution company. Product and corporate information: [www.discreet.com](http://www.discreet.com).

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