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24 days of digital distractions

Press Release

Electric December: SE3D showcase grows 3D Animation

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From 3D animation, to special effects, CGI requires huge amounts of computing power and therefore remains the realm of major studios. The SE3D Animation Showcase was created by HP in collaboration with 3D animation software company Alias® and Watershed Media Centre, to offer 11 groups of UK animators exclusive access to HP Labs' experimental Utility Rendering Service (URS) to produce a short film. Delivering flexible computing power over a standard Internet connection, the URS enabled SE3D animators to render complex animations from their home or studio.

Combining cutting-edge research with mentoring and workshops, SE3D supported participating animators throughout the production process. Bringing together a team of advisors from Alias, DreamWorks, Aardman, 422 and BBC, SE3D set out to create a suite of high quality, innovative 3D animations that would play a role in shaping the technology of tomorrow.

To celebrate the success of the SE3D scheme and the suite of innovative, high quality films that have been produced, HP Labs is delighted that SolidSound is part of **Electric December 2005**. Funded by an Arts & Business New Partners award, SolidSound asks 'if sound could be crystallised or solidified, what would it look like? Created using data collected from its original soundtrack, director Joseph Hyde, a teacher of Creative Music Technology at Bath Spa University College teamed up with Supernatural, a London-based CG collective, to create this unique and beautiful animation.

The SE3D contribution for **Electric December** was adapted for the web by Enable Interactive, a Bristol-based interactive media company.

Electric December is Watershed's widely acclaimed online digital advent calendar, which offers a new and totally unique digital present every day from 1 Dec - counting you down to Christmas.

Notes:

- Find out more about SE3D and its sponsors at www.se3d.co.uk
- Find out more about Arts & Business New Partners at www.aandb.org.uk
- Find out more about Enable Interactive at <http://www.enableinteractive.co.uk/>
- Find out more about **Electric December**, and download images and press releases at <http://www.electricdecember.org/05/press>
- Find out more about Connecting the UK: The Digital Strategy at www.dti.gov.uk/industries/telecoms/pdf/digital_strategy.pdf
- The Digital Challenge offers a £10m prize to develop a showcase zone for eGovernment and ICT innovation - find out more at www.egovmonitor.com/node/1716
- **Electric December** is a Watershed project supported by Learning & Skills Council West of England, The Campus Bristol, BBC West, Bristol Evening Post and Creative Bristol (an initiative of Bristol Cultural Development Partnership, Arts Council England South West, Bristol City Council and Business West).
- You can see the last six years of **Electric December** now at www.electricdecember.org
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