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24 days of digital distractions

Press Release

Electric December: No Easy Way

24 December 2005

Combining cutting-edge research with original animation, 'No Easy Way' showcases a unique range of Bristol-based talent.

A computer-generated 3D animation, "No Easy Way" was created by a project team from 3C Research, Granada Media and professional animators Jaime Pardo and Tia Perkins, and features a long suffering mouse and his adopted elephant son.

The film was produced using Motion Ripper, a new technology which extracts motion data from actors or animals and applies it to animated models - allowing animators in the computer graphics and games industries to create realistic motion much more easily.

The film was nominated for an award at Imagina 2005, the foremost event for interactive content creation professionals in Europe. Motion Ripper is one of six collaborative research projects undertaken by 3C Research, a collaborative research centre managing projects involving universities and commercial organisations.

Granada Media, the largest and most successful company in the UK commercial television sector, is a member of 3CR and participates in three of its projects. Jaime Pardo and Tia Perkins have over 16 years of broadcast animation experience between them and have won numerous animation awards, including BBC Animation Talent Award for the film 'Parkie'.

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

Notes:

- For more details on this project visit www.3cresearch.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
- For further press information contact Clare Reddington on 0117 927 6444 or clare.reddington@watershed.co.uk