

Shellhut Entertainment and Tiny Island Productions Announce Co-Production on 3D Stereoscopic CG Animated Film

12th April 2010 — Thai-based entertainment producing company Shellhut Entertainment Co., Ltd and Singapore-based animated film and television production company Tiny Island Productions (Pte.Ltd.) today announce their plans to co-produce a 3-D stereoscopic CG animated film, targeted for release in 2012.



The 90 minute feature is based on the 26 x 22 minute television series “Shelldon”, created by Shellhut Entertainment. Season One of the series was released in 2009 and has been aired by major broadcasters such as NBC USA and France 5, with television and home entertainment distribution deals signed across more than 100 countries.

Both co-production partners will cooperate to adapt the television property to the big screen and to identify international distribution and licensing partners. With its richly imaginative sets and introduction of new characters, the film is targeted to appeal to the broader family entertainment audience. Plans are also underway to bring in additional creative partners from Japan, China and USA. Website [click here](#)



📍 Signing ceremony at MIPTV 2010, Cannes. **Seated** CEO of Shellhut Entertainment and Managing Director of Tiny Island Productions. **Standing** Representative from SIPA (Thailand) and Acting Minister of MICA / CEO MDA

Finances for the film have been secured, with a total production budget of US\$20 million. Film production will be undertaken at Tiny Island Production's studio in Singapore. A demonstration of the studio's 3-D stereoscopic production capabilities will be on display at the Singapore Pavilion during MIPTV 2010. 3-D auto-stereoscopic content adapted from Season One episodes of "Shelldon" and developed by Tiny Island Productions in partnership with Alioscopy Singapore, a provider of patented glasses-free 3-D solutions, will be on display during the event held in Cannes from 12 April 2010 to 16 April 2010. The Singapore studio is also in talks with co-financiers and partners with an exciting line-up of feature projects for a planned slate of films over the next few years.

Dr Christopher Chia, Chief Executive Officer of the Media Development Authority said: "Shelldon is a good example of a winning property that has the potential to win over new audiences on more than one platform – in this case from Television to the big screen - and in an exciting new area of stereoscopic 3D that Singapore is championing. We congratulate both Tiny Island and Shellhut on their new partnership and look forward to seeing Shelldon on the big screen."

Ms Lena Ng, Director of Infocomm & Media, International Enterprise Singapore said 'Stereoscopic 3D is rapidly gaining global mindshare and international market presence, we are glad to see our home-grown Singapore company, Tiny Island Productions ready to take on the global stereoscopic 3D market together with their Thai partner, Shellhut Entertainment. IE Singapore will continue to facilitate Tiny Island's expansion plan in Japan, Europe and Latin America."

About Tiny Island Productions (Pte. Ltd.)

Tiny Island Productions is a production and producing/consultancy company that creates, manages and markets quality content for the global CG animation market. Established in 2002 and based in cosmopolitan Singapore, the management, creative team and panel of advisers are experienced in spearheading productions from conceptualization to final production across multi-platforms. The company has worked with UK distributor Entertainment Rights/Classic Media and Thai-based producing company Shellhut Entertainment on a CG animated television series, Shelldon, that has aired on major networks including NBC USA and France 5. The company had also earlier inked a development deal with Los-Angeles based Saban Entertainment Group (SEG), with SEG providing development resources for a CG animated series.

About Shellhut Entertainment Co., Ltd.

Shellhut Entertainment Co., Ltd. was established in 2005 to finance, develop and deliver world-class animation. Working with a well-established international network of pre-production, production, and post-production partners, Shellhut has formed a global network to develop unique animation-based intellectual properties that are internationally appealing to kids and the young at heart. The company plans to build on the export success of their debut cartoon TV series “Shelldon” to launch more projects and are working with co-financiers, executives and distributors to further expand its network.

About the Media Development Authority of Singapore

Formed in 2003, the Media Development Authority of Singapore (MDA) plays a vital role in transforming Singapore into a Trusted Global Capital for New Asia Media. MDA spearheads initiatives that promote industry growth in film, television, radio, publishing, music, games, animation and Interactive Digital Media. At the same time, in ensuring clear and consistent regulatory policies and guidelines, MDA helps to foster a pro-business environment for industry players and increase media choices for consumers.

Website **MDA** on [click here](#) | Website **SMF** on [click here](#)

About International Enterprise Singapore

International Enterprise (IE) Singapore is an agency under the Ministry of Trade and Industry spearheading the development of Singapore’s external economic wing. Our mission is to promote the overseas growth of Singapore-based enterprises and international trade. With a global network in over 30 locations and our 3C framework of assistance – Connections, Competency, Capital, we offer services to help enterprises export, develop business capabilities, find overseas partners and enter new markets. At the same time, we work to position Singapore as a base for foreign businesses to expand into the region in partnership with Singapore-based companies.

Source:

Shellhut, Tiny Island to Make 3D Shelldon Movie on Animation Magazine [click here](#)

Shelldon film in the works on Film Business Asia [click here](#)

Scrawl, MDAS ink co-production deal on The Hollywood Reporter [click here](#)

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